

IN THIS ISSUE WE GOOSE...

**MADONNA • THE GODFATHER • EDWARD SCISSORHANDS**

No.  
304  
July  
1991

# MAD

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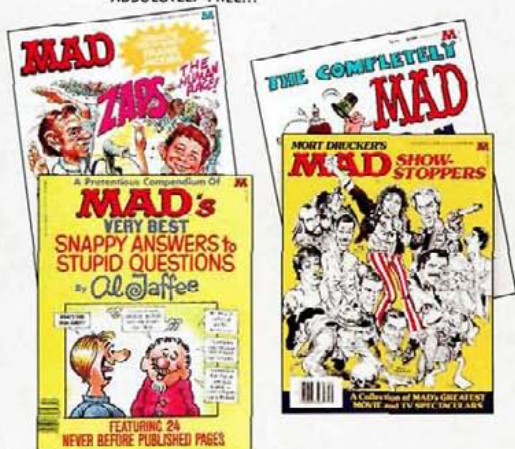


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# MAD

"An employer is someone who's late when you're early and early when you're late!"  
—Alfred E. Neuman

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**CONTRIBUTING ARTISTS AND WRITERS** the usual gang of idiots

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FRONT COVER ARTIST: RICHARD WILLIAMS

FRONT COVER IDEA: PAUL SOLICITO

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PART III"  
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SATIRE)  
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MORE  
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MOVIE  
SATIRE)  
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### "MACGIMMICK"

Thank you for the recent satire "MacGimmick" in issue #302! As President and Vice President of the ONLY Official International Richard Dean Anderson Fan Club, I guess all we can say is that MAD is one situation that MacGyver couldn't get out of!

Jenny Sturtevant  
President  
Toni Sturtevant  
Vice President

Thank you for your wonderful letter, however we hope you're sitting down. We have some unsettling news for you. MAD's own Paul Peter Porges is a member in good standing of another Official International Richard Dean Anderson Fan Club based in Papua, New Guinea! We're afraid you're not the only one. Unless, of course, you're based in Papua, New Guinea, in which case everything is O.K.—Ed.

### "WASTED TIME"

You forgot one "Waste of Time" in MAD #302: Time wasted looking for something funny or redeeming in MAD... 29 years, 11 months!

Mark Lindahl  
Des Moines, IA

Mark-o—A real ripper! Here's one more we left out: Time wasted thinking up the perfect word to describe you... two seconds, you gink!—Ed.

### DESERT STORM NOTES SECTION



The proud parents of SPC Patrick Mitchell recently sent us this photo of him enjoying MAD while serving with the Army during Operation Desert Storm. Patrick isn't wearing the gas mask because of a scud attack; he's wearing it because he just got to the issue's "Lighter Side"! The drawing is by Steve McCoy and Mark Gomes of Santa Maria, CA. If this was the character we went up against in the Middle East, Operation Desert Storm would have had to be renamed (you guessed it) Operation Desert Schmuck!

### "BABAR'S FINAL ADVENTURE"

Upon reading MAD #302 I discovered the best article that has ever been printed in your magazine. Amazingly enough, the article didn't make me laugh, but instead drew tears. "Babar's Final Adventure" was excellent in its view of the state of the World. Your respect for our home is what keeps me reading your publication. I think politicians and big industry executives should put down their copies of the Wall Street Journal and start reading MAD. They just might learn something.

J.J. Brent  
Minor, ND

J.J.—Fa fal A binge of an ideal In fact, to get them to put down the Wall St. Journal and read MAD, we are initiating a new Letters Page Stock Quotation Service with this very issue! American Celery & Tire up 8... Xerox down 12... Xerox down 12... Xerox down 12... United Hats up 6 1/2... International Doors closed at 4 1/2... Hernia Research, Inc. down 1... Fruit of the Loom Underwear: unchanged...—Ed.



### SUBSCRIPTION LETTER OF THE MONTH

My ex-wife thinks you guys are a bad influence, so please send a three-year subscription to my 11-year-old daughter who loves MAD. After all, I've been reading since issue #11 and I think that I turned out OK!

Bill Wise  
Lake Providence, LA

We'll process your subscription, but if you think substituting a subscription to MAD for decent child support payments will stand up in court, you are sadly mistaken! It sounds to us like you're getting your legal advice from MAD's own sparkplug attorney, Jack "Hung Jury" Albert. See you up the river, pal!—Ed.

### MORON MAIL

I love to pig out at all-you-can-eat buffets. But the other day, I was at a buffet during the busiest time of the day. I was just about ready to chow down when this old guy sitting at the table next to mine, with gurgly mucus in his throat, kept continually and constantly gurgling his mucus into a hanky. I found I could not eat a single bit! This is a true story!! What should I have done?

Dr. Angela V. Woodhull, Ph.D.  
Gainesville, FL

Do what we always do—Ask Bill Gaines to please move to another table!—Ed.



Woodhull and Gaines: Never invite these two to the same meal!

You guys are so desperate, I bet you would print a letter from any dumb schmuck!

Scott Terice  
Penticton, Canada

No. It would have to be a really, really, really dumb schmuck! Congratulations!—Ed.

### MAD E.S.P.

Not long ago, I was looking through some of my older issues of MAD and was struck by two things. First, how well most of your humor stands up to the test of time. Second, how accurate some of your predictions of the future turned out to be.

I have three examples that were especially prophetic. In MAD #43 (Dec. '58), you projected the development of grocers from pushcarts to stores, to markets, to supermarkets and finally to malls peopled with pushcart vendors!

In issue #56 (July '60), an article concerning the "garbage explosion" asked where we were going to put our trash in the future. Your solution: Shoot garbage into outer space! Seen some of the recent proposals for getting rid of radioactive waste?

Finally, in MAD #62 (April '61), is an article titled "Tomorrow's Parents." In it, you predicted that children of the "beat" generation would reject their parent's values and have desires to be doctors and lawyers, for example. Today, we call these children "Yuppies"!

Tony Avak  
Lexington Park, MD

We'd continue writing prophetic articles like these, but we lost the services of the writer of those articles, Hank Nostradamus! (oddly enough, however, most of our readers were able to predict the preceding lousy Nostradamus gag as soon as they read your letter!)—Ed.





## TOTEM PAL



Peter Jarvis of Ontario was hiking through the Canadian wilderness when he discovered this old totem pole bearing the likeness of Alfred E. Neuman. Actually, it's common to carve well-known faces into totem poles. The face directly above Alfred's is Nancy Reagan, in fact Pete probably thought we'd comment on his ducky hat, but what we want to know is: What's the deal with those pants? Have you got a kayak in there or something??

## MORE MORON MAIL

I was HAUNTING around for something to lift my SPIRITS when your SEND-UP of "Ghost" came into my POSSESSION. I almost DIED laughing! From HERE-AFTER I will be your ETERNAL fan!

Jame T. Sangor  
Riverside, CA

Whoopie.—Ed.

## RAISING THE COLOR ISSUE

I just wanted to congratulate MAD on the snappy color ensemble on the cover of issue #302! The rad purple and celery green stripes on Alfred E. Neuman's shirt accent the Barbie pink in the MAD logo perfectly! Très chic!

Ali Matricardi  
Los Angeles, CA

You thought Alfred's shirt was purple and green? We hope you're sitting down. We have some unsettling news for you. The colors are actually red and blue. We consulted with a noted ophthalmologist, Dr. Henry Flom. He said anyone seeing the colors purple and green are exhibiting symptoms of Bencivenga's Syndrome, a puzzling eye disorder. He added that a sure sign the disease has advanced to a secondary stage is if you also see the words "What, me worry?" printed upside down on the same cover. The third, and perhaps most baffling symptom of all is if you sometimes see wOrdSoFdIfFeREnTsIzEsScUnChEdToGeTh-eRonthePAgeI for a free pamphlet on Bencivenga Syndrome, send 25¢ to Markle Press!—Ed.

## BIBLE BELTS

In MAD #302's "Rev. Donald Wildmon" feature, you made a serious biblical screw-up! You said that Luke 15:23 talked about the teaching that elephants cannot speak. But the verse says "And bring the fatted calf, kill it, and let us eat and be merry," which has nothing to do with elephants. I hope that I was not the only one that caught the error.

Matt Plummer  
Concord, NC

Matthew (and Luke and John)—We appreciate the Biblical interest thou hast. We checked with our resident theologian, Leonard Brenner, who has spent many a night in seedy motel rooms thumbing through Gideon's Bible. He assures us that in no way does the verse in question say that elephants can talk. Therefore, we stand by our original convictions. We suggest you harketh back to Deuteronomy 28:34. (If you choose to do it in a seedy motel room, say hi to Lenny for us!) This verse not only prophesizes MAD, but also the dreaded Bencivenga Syndrome. Smart cookie, that Deuteronomy! Nostradamus has nothing on him! Amen!—Ed.

## LIKE MOTHER, LIKE SON?

I seek your advice. Upon developing this photo, I found evidence that my son, Dan, was mutating into an Alfred E. Neuman lookalike! Is there any antidote for this dilemma? Do you think this is a result of my reading MAD during my pregnancy? Thank you for your time.

Dr. Cheryl Ellis, M.D.  
Mission Viejo, CA



Why are you asking us? You're the doctor! Perhaps some exploratory surgery is in order! Better yet, tell Dan to lay off the pancakes for a while! —Ed.

## HORSE CODE



This photo of an altered horse crossing sign taken by Owen O'Rourke in Hamilton, MA, appeared in an edition of the Hamilton-Wenham Chronicle. This is the first time we've ever seen two horse's asses on the same horsel

## CLOWN AND OUT



While filming the Stephen King mini-series "It" in Vancouver, my mother took a snapshot of the cast. In the center of the picture is Pennywise the Clown, played by Tim Curry. I'm at the far right, looking into the camera. MAD was always around on the set for us to read until two weeks into shooting, when the magazine was banned from the set because it was thought to be a bad influence on us kids!

Jonathan Brandis  
Studio City, CA

Let's get this straight: You say you're in a mini-series in which children are terrorized by a demonic clown who rips the flesh from their bones ... AND MAD IS A BAD INFLUENCE?!—Ed.

## SPELL HATH NO FURY...

In the same issue (#302) in which you berate Todd Fronauer for his spelling error on his letters page envelope of the month, you publish "A See 'N' Say for Modern Kids" on the back cover with the Vice President saying "I'm an independant thinker..." Let he who is without sin cast the first stone.

Cathy L. Wirzlyo  
Toledo, OH

Cathy—Good catch! However, it was no boo-boo! We were merely trying to capture the strange speech affectation Dan Quayle sometimes exhibits when Barbara Bush gently reminds him it's time to walk Milliet!—Ed.



## SPECIAL EDITOR'S NOTES

1. We'd like to thank Harry Nafpliotis of Teaneck, NJ, and Stanley C. Korh of Easton, PA, for sending contributions to be turned into gift subscriptions for troops in Saudi Arabia. We did!

2. To Bob Lizarra, formerly of Sepulveda, CA: Please contact the MAD office!

Please Address All Correspondence To:  
MAD, Dept. 304, 485 MADison Avenue  
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, strapped envelope!

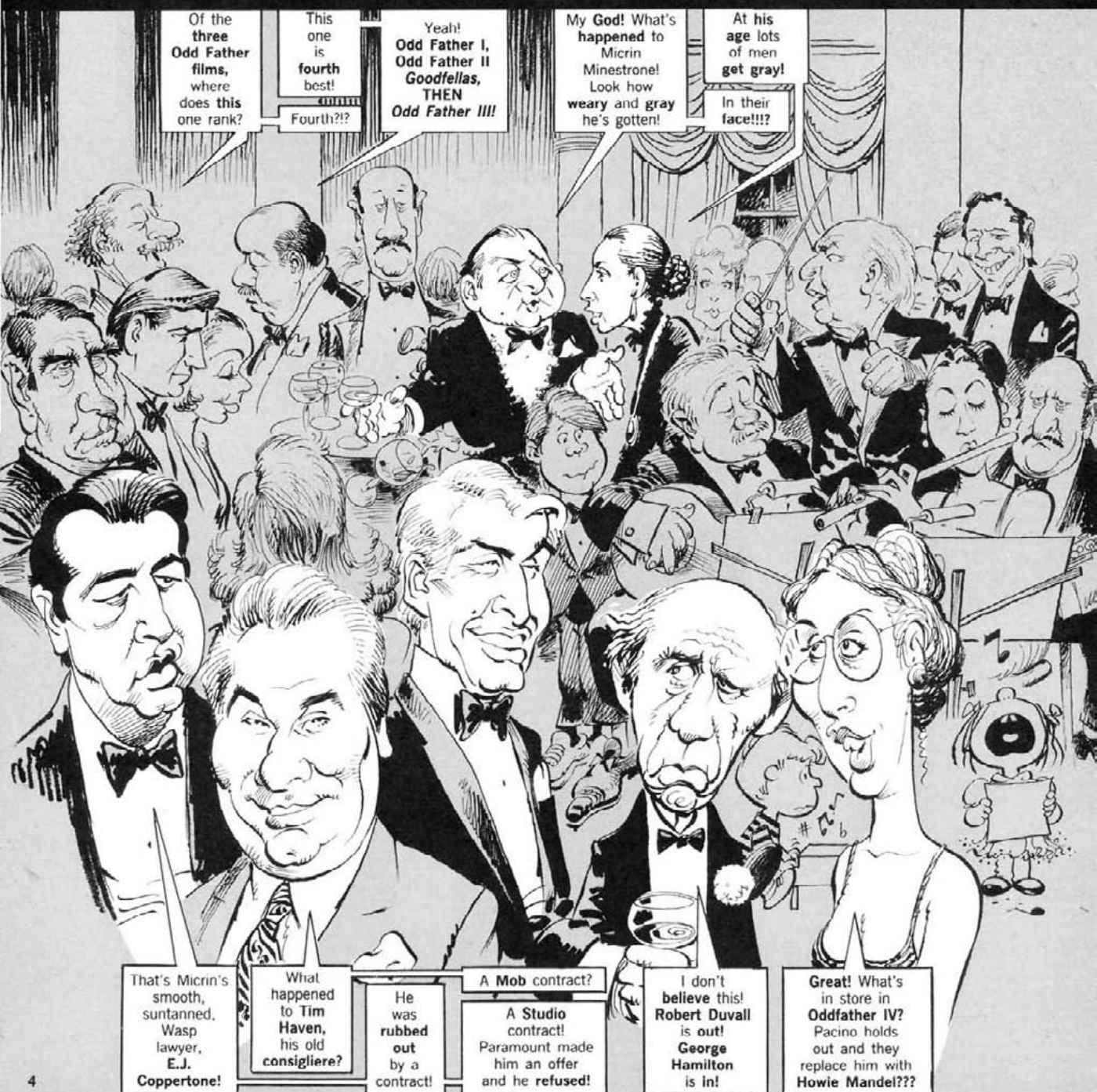
HEAR NO EVIL, SPEAK NO EVIL, PACINO EVIL DEPT.

*In Odd Father I, Luca Broccoli "sleeps with the fishes." In Odd Father II, Freako Minestrone "sleeps with the fishes." In this long-awaited sequel, the "fishes sleep with the audience!" Here is our version of...*

ARTIST: MORT DRUCKER

WRITER: ARNIE KOGEN

# The Odd



Of the three Odd Father films, where does this one rank?

This one is fourth best!  
Fourth?!

Yeah! Odd Father I, Odd Father II Goodfellas, THEN Odd Father III!

My God! What's happened to Micrin Minestrone! Look how weary and gray he's gotten!

At his age lots of men get gray!  
In their face!!!!

That's Micrin's smooth, suntanned. Wasp lawyer, E.J. Coppertone!

What happened to Tim Haven, his old consigliere?

He was rubbed out by a contract!

A Mob contract?  
A Studio contract! Paramount made him an offer and he refused!

I don't believe this! Robert Duvall is out! George Hamilton is in!

Great! What's in store in Oddfather IV? Pacino holds out and they replace him with Howie Mandel???



# Father PART II



They say this picture is about the struggle for honor! The struggle for redemption! The struggle for legitimacy!

Not exactly! It's about the struggle to outgross *Home Alone* and *Kindergarten Cop*!

Do you really believe that the Minestrone are no longer a crime family? That they've gone "corporate"?

Sort of! Nowadays, when they put out an order to "hit" somebody, they use a FAX!

What's this party for?

Micrin Minestrone is being honored for his charitable contributions to the church!



Here's one hundred million dollars for the poor in Sicily!

This is most generous, Mr. Minestrone!

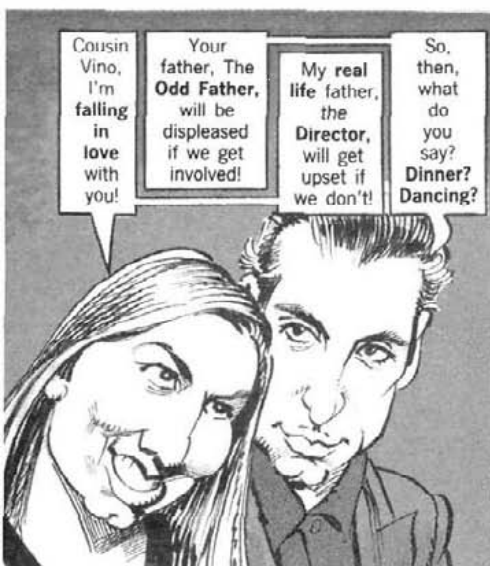
I raised this money the hard way—without Jerry Lewis! By the way, don't cash it till Thursday!

I guess it's the old story: "Money talks"!

Does it, Mommy? Does it really?

Please, dear! In this film perhaps it would be better if we let money do the talking! Not you! After all, it has more emotional range than you do!

M. Q. DRUCKER







It's a **setup!**  
Who would order such a massacre?!

I bet it's **Micrin!**  
Sure, he gave us all million dollar checks, but **this** is his way of making sure **none** of us ever actually **cash** them!



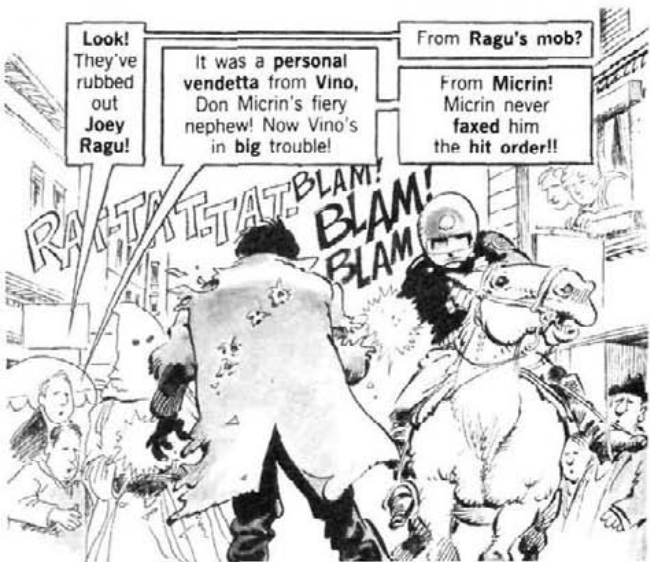
**Micrin** has had another **diabetes** attack! He is weak and tired! Right now he's getting much needed **sleep!**

Is he on medication?

Not necessary! His daughter, **Maria**, is "**talking** to him"! About twelve seconds into her "**valley girl**" monotone, he's out like a light!

That's absolutely **incredible!**

Around the hospital she's known as "**The Miracle Drug!**"



Look! They've rubbed out **Joey Ragu!**

It was a **personal vendetta** from **Vino**, Don Micrin's fiery nephew! Now **Vino's** in **big** trouble!

From **Ragu's** mob?

From **Micrin!** Micrin never **faxed** him the hit order!!



Bad news! The **Pope** is **gravely** ill! We need the **Pope's** blessing on our business deal with **Immovolare Corporation!** If he **dies** we have no deal!

If he **dies**, I'll **kill** him! I'll **break** his **knees!**

Easy, **Vino**, **easy!** We have to pray he **stays** **alive!**

I know! Perhaps my **sun-reflector** will give him **health!**

**Mama mia!** How I miss the **old gang!**



Well, we're all here in **Sicily** to celebrate the **operatic debut** of **Antonio!**

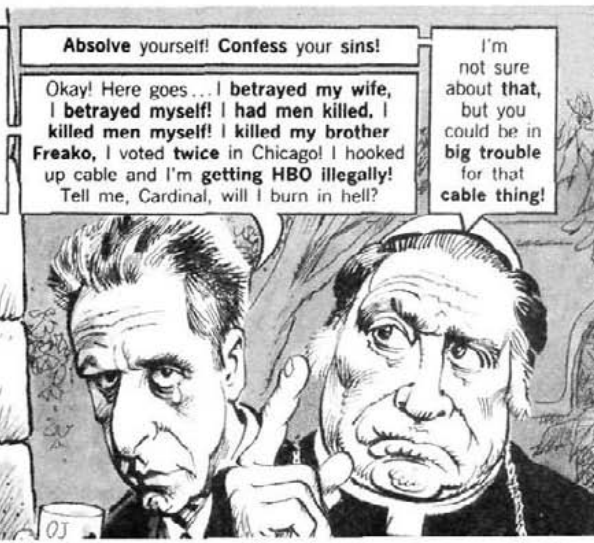
**Sicily** is just like I remembered it! So **quaint!** So **tranquil!** **Nothing** has **changed!**

Can you tell me where the **Cardoza villa** is?

Sure! It's **three** **bodies** down that road!

Yep! **NOTHING** has **changed!**

**OLD SICILY**

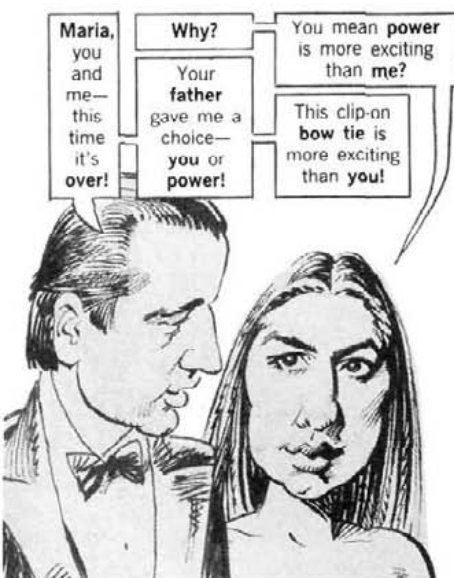


**Cardinal Lamberginni**, Please help me! I am so **confused!**

**Absolve** yourself! **Confess** your **sins!**

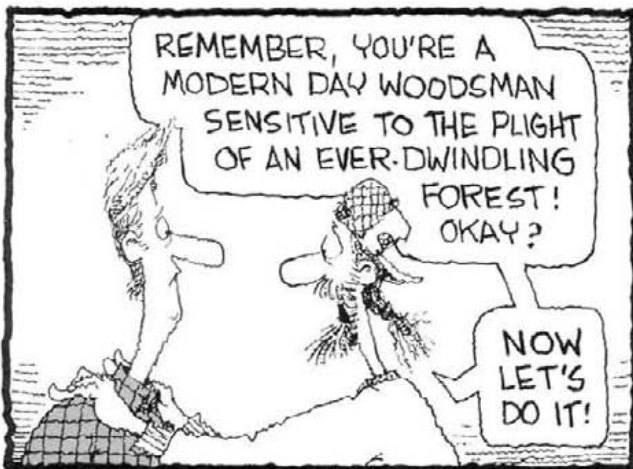
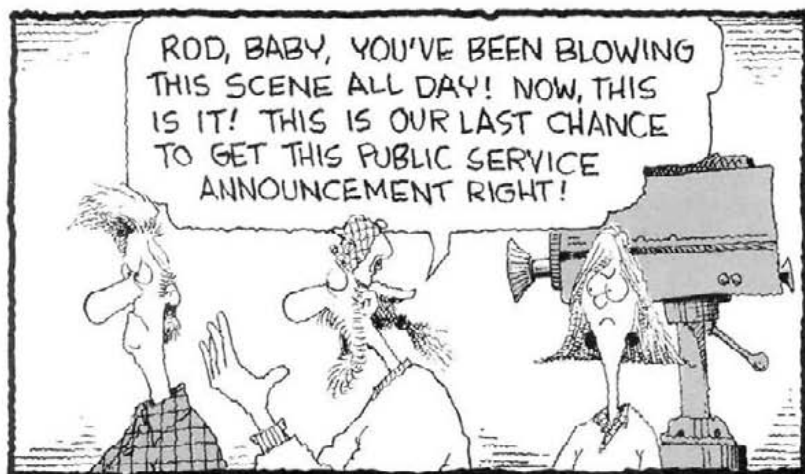
Okay! Here goes... I **betrayed** my wife, I **betrayed** myself! I **had** men **killed**, I **killed** men myself! I **killed** my brother **Freako**, I **voted** **twice** in **Chicago!** I **hooked** up **cable** and I'm **getting** **HBO** **illegally!** Tell me, **Cardinal**, will I **burn** in **hell?**

I'm not sure about that, but you could be in **big** trouble for that **cable** thing!





# DRAMA ON PAGE 9



ARTIST AND WRITER: JOHN CALDWELL



# AMERICA

★ ★ ★

## LAND OF

★ ★ ★

# OPPORTUNITY

ARTIST: GEORGE WOODBRIDGE

WRITER: MIKE SNIDER



...where those who excelled in school can earn half as much as plumbers who didn't!

...where a former Draft Dodger can rise almost to the position of power to send brave volunteers into war!



10 ...where the Presidency is just an entry-level position to a really big-money career!

...where a tycoon undergoing total financial meltdown can sell thousands of copies of his book, "Surviving at the Top!"





...where crucial jobs in transportation are open to all—  
regardless of criminal record or level of intoxication!

...where a video camera and an expendable loved-  
one are your ticket to a chance at \$100,000!



...where merely acting in a film about something makes  
you more of an "expert" than people who lived through it!

...where the government will actually pay people to  
grow a deadly substance it's trying to eradicate!



...where any citizen with a bottomless bank account  
and five years to spare can have his "day in court"!

...where Congressmen from every state—no matter  
how small or poor—can line their pockets equally!



...where employment as an armed security guard is  
open to all—regardless of prior criminal record!

...where public education truly does prepare  
young children for real life as grown-ups! 11

New villains! New crime scenes! New weapons! Here's MAD's...

# MODERN DAY CLUE GAME CARDS

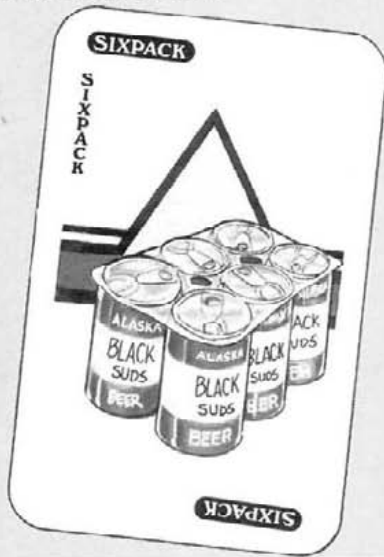
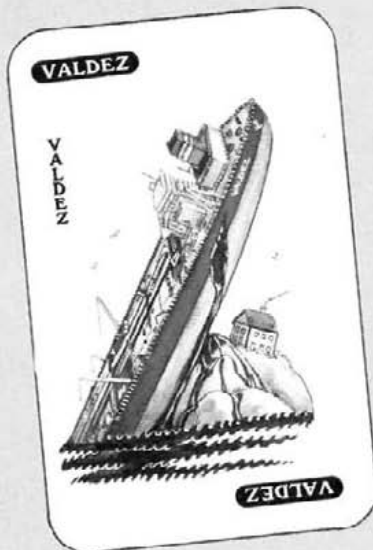
RIPPED FROM TODAY'S HEADLINES

ARTIST: GREG THEAKSTON

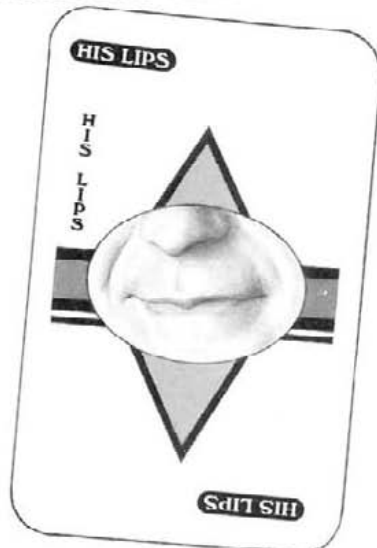
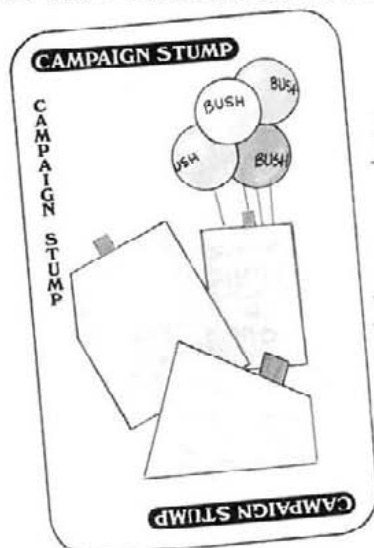
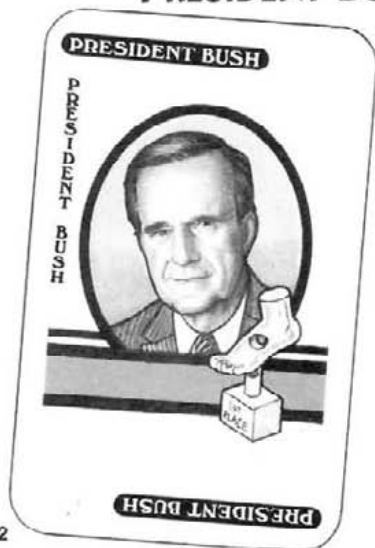
WRITER: MARY PAT LINDL

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## CAPTAIN HAZELWOOD ON THE VALDEZ WITH THE SIXPACK

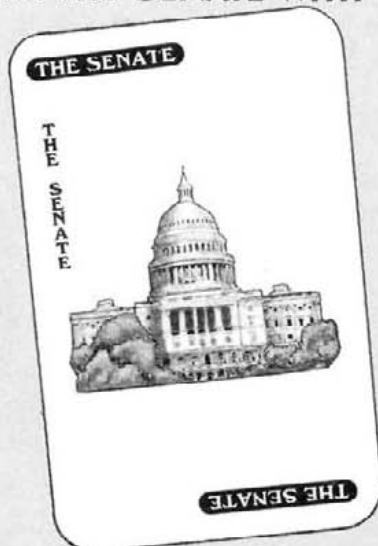


## PRESIDENT BUSH ON THE CAMPAIGN STUMP WITH HIS LIPS

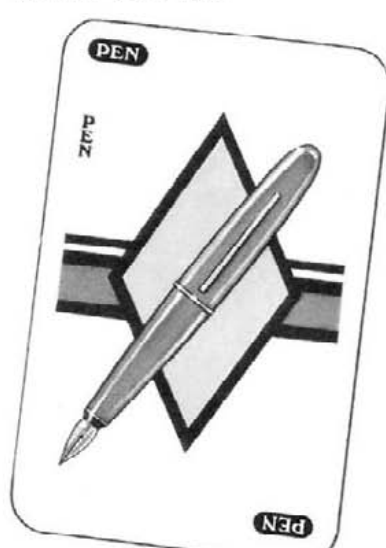
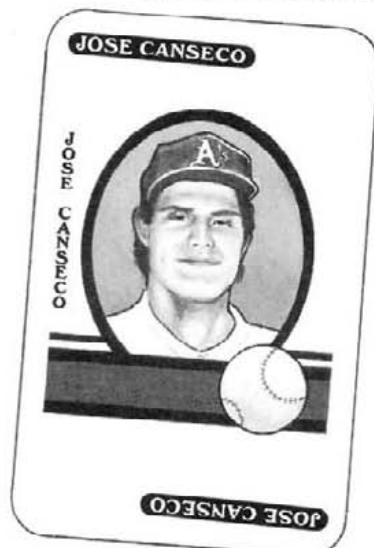




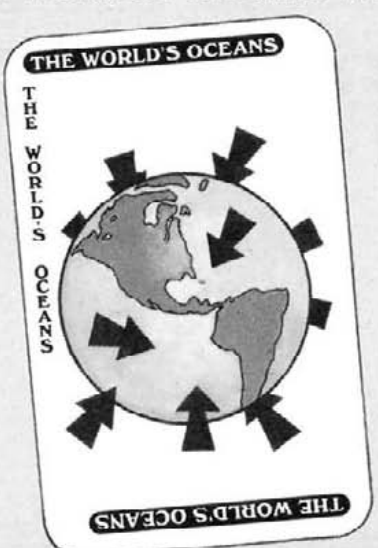
## CHARLES KEATING IN THE SENATE WITH THE BRIBE MONEY



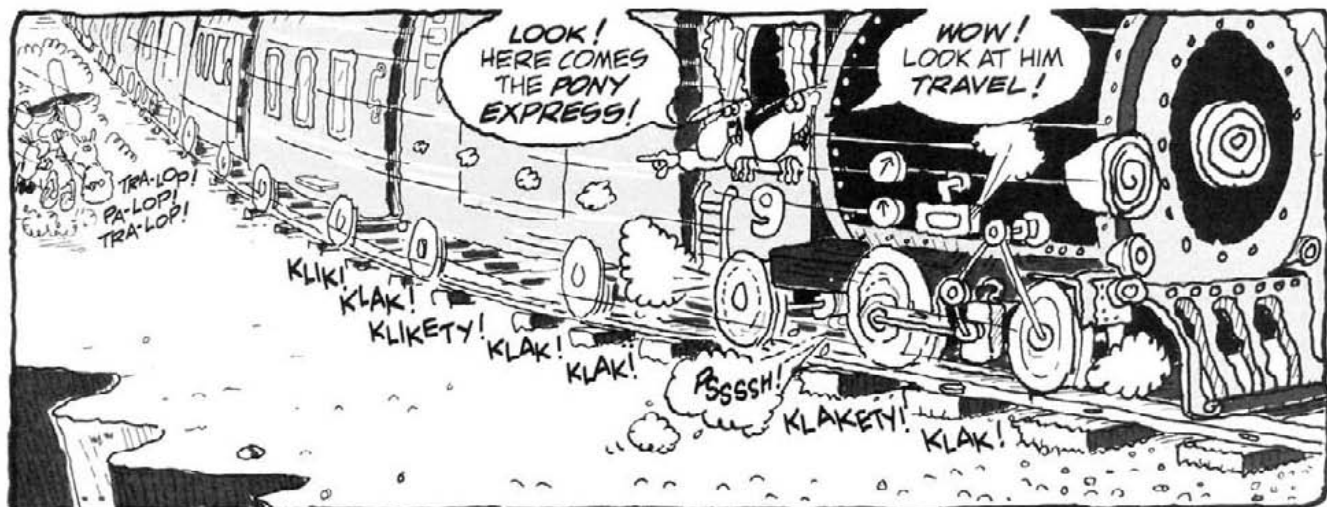
## JOSE CANSECO AT THE BASEBALL CARD SHOP WITH A PEN



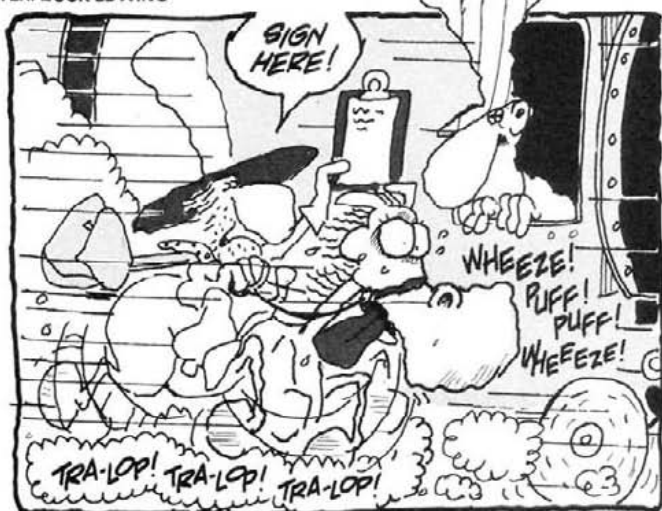
## THE JAPANESE IN THE WORLD'S OCEANS WITH THEIR FISHNETS



# THE PITIFUL POSTAL PERIL



ARTIST AND WRITER: DUCK EDWING



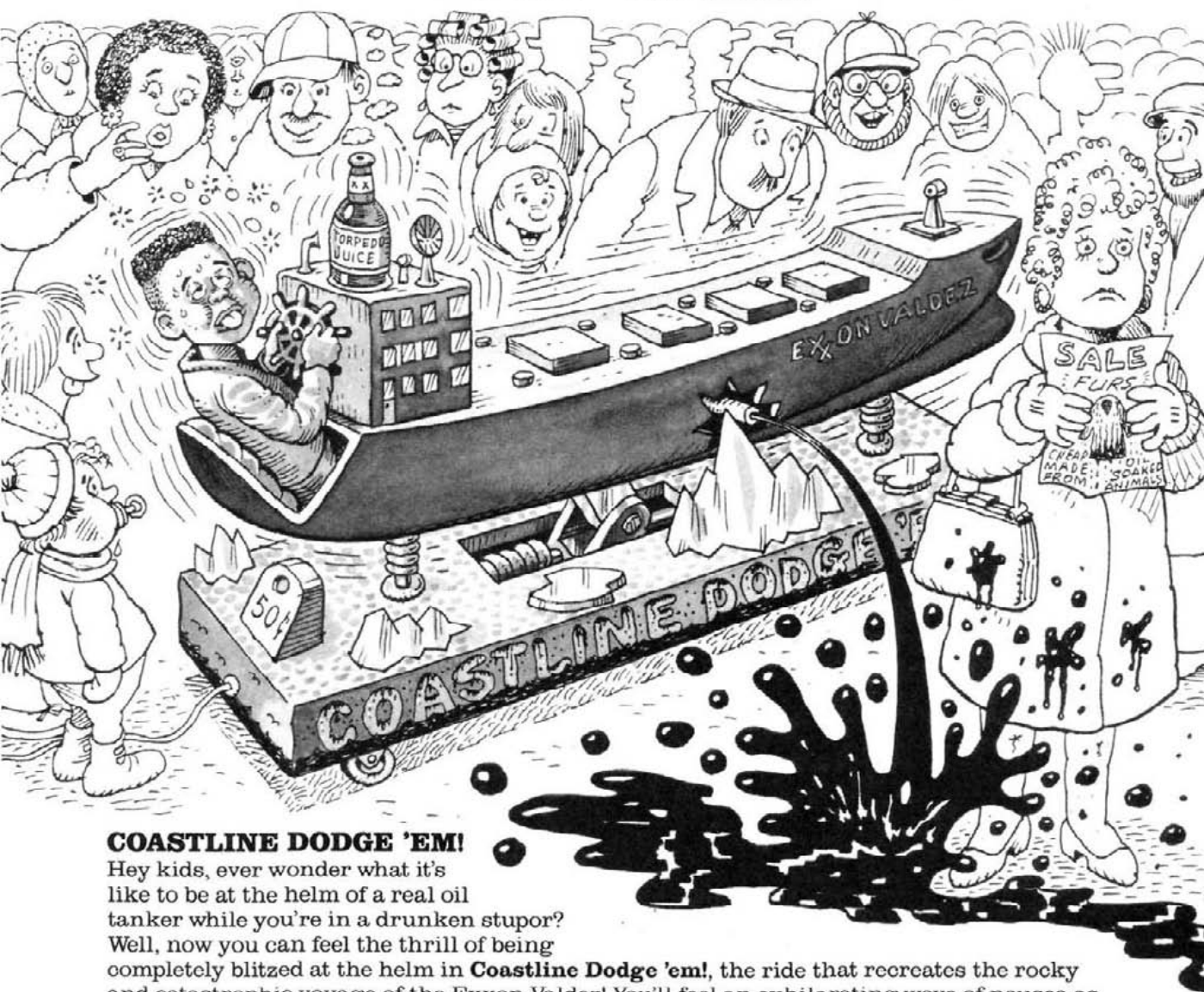


They sit in the dark corners of shopping malls, unwanted and unloved, unable to ask for the attention they so desperately need. Who are these pitiful creatures? Pathetic K-Mart shoppers? Hardly! We're talking about mechanical ponies and rocking boats—the forgotten rides of childhood. Today's kids don't part with their quarters unless they're really stimulated! Which is why we at MAD suggest introducing these...

# NEW AND IMPROVED STORE KIDDIE RIDES

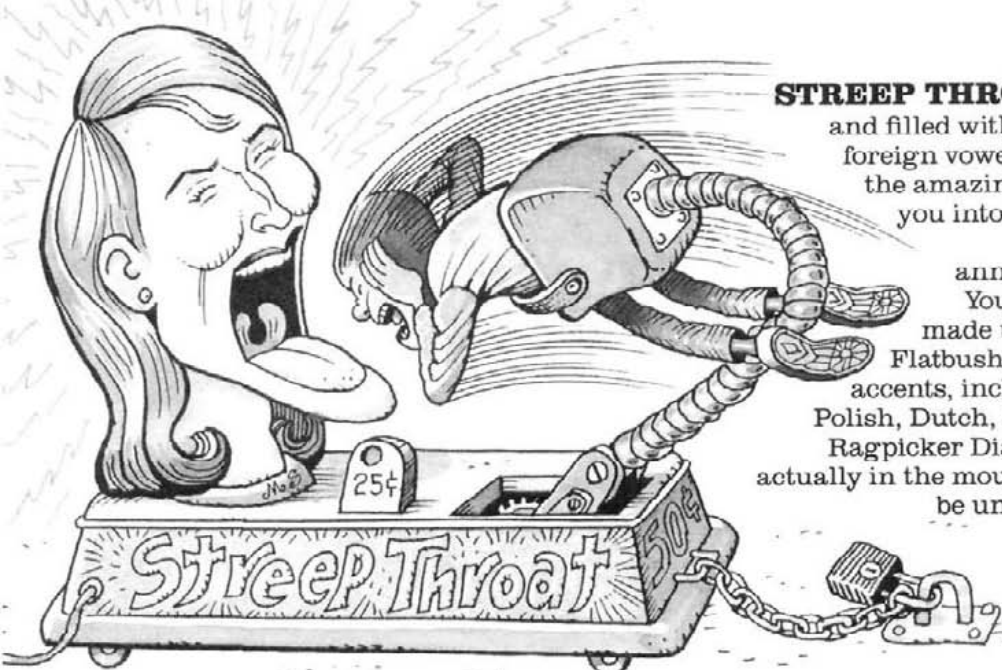
ARTIST: AL JAFFEE

WRITER: DAN BIRTCHER



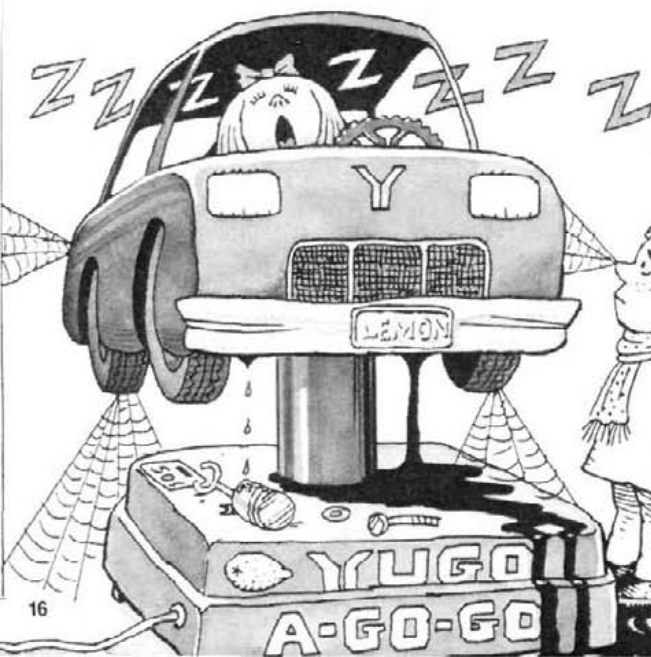
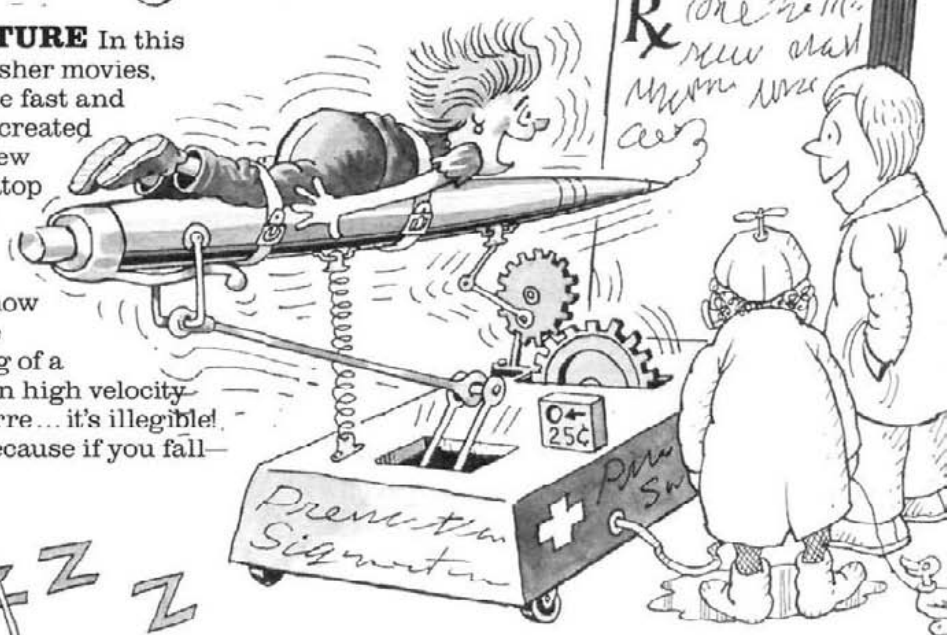
## COASTLINE DODGE 'EM!

Hey kids, ever wonder what it's like to be at the helm of a real oil tanker while you're in a drunken stupor? Well, now you can feel the thrill of being completely blitzed at the helm in **Coastline Dodge 'em!**, the ride that recreates the rocky and catastrophic voyage of the Exxon Valdez! You'll feel an exhilarating wave of nausea as you lose control of yourself *and* the ship. True, you won't destroy an entire ecosystem, but the ride *is* rigged to spill some black crud on the floor of the store's menswear department!



**STREEP THROAT** What's dark and deep and filled with the thundering sounds of foreign vowels? Why, it's **Streep Throat**, the amazing new ride which catapults you into the make-believe voice box of one of America's most annoying voices, Meryl Streep! You'll hear her say, "The Nazis made the Gringo take my baby to Flatbush, m'lord" in eleven different accents, including: British, Australian, Polish, Dutch, Estonian and Native Gypsy Raggicker Dialect. You'll swear you were actually in the mouth of a **FOREIGNER!** (Must be under 4' 6" to clear gum line.)

**PRESCRIPTION SIGNATURE** In this age of fast video games and slasher movies, kids demand that their rides be fast and slashing too! That's why we've created **Prescription Signature**, the new ride in which you're strapped atop a giant ball-point pen! Feel for yourself the unpredictable jerking of a doctor's moronic scrawl! Believe us, you don't know what excitement is until you've experienced the wild scribbling of a prescription for hemorrhoids in high velocity Latin! It's stimulating, it's bizarre... it's illegible! Be sure to hang on, though, because if you fall—that's all she wrote!



**YUGO-A-GO-GO** When Yugo auto sales took a nose dive, there were still hundreds of thousands of kids who never had the chance to ride in one of these Iron Curtain Wonder cars! That's where the amazing and wacky Yugo-A-Go-Go comes in! After inserting a quarter, simply climb in, turn the ignition key and experience the feeling of absolutely nothing happening... just like actual Yugo owners did! And here's an extra surprise: This ride *isn't* a toy replica! It's a real non-working, cramped and uncomfortable Yugo! Va Va Voom!

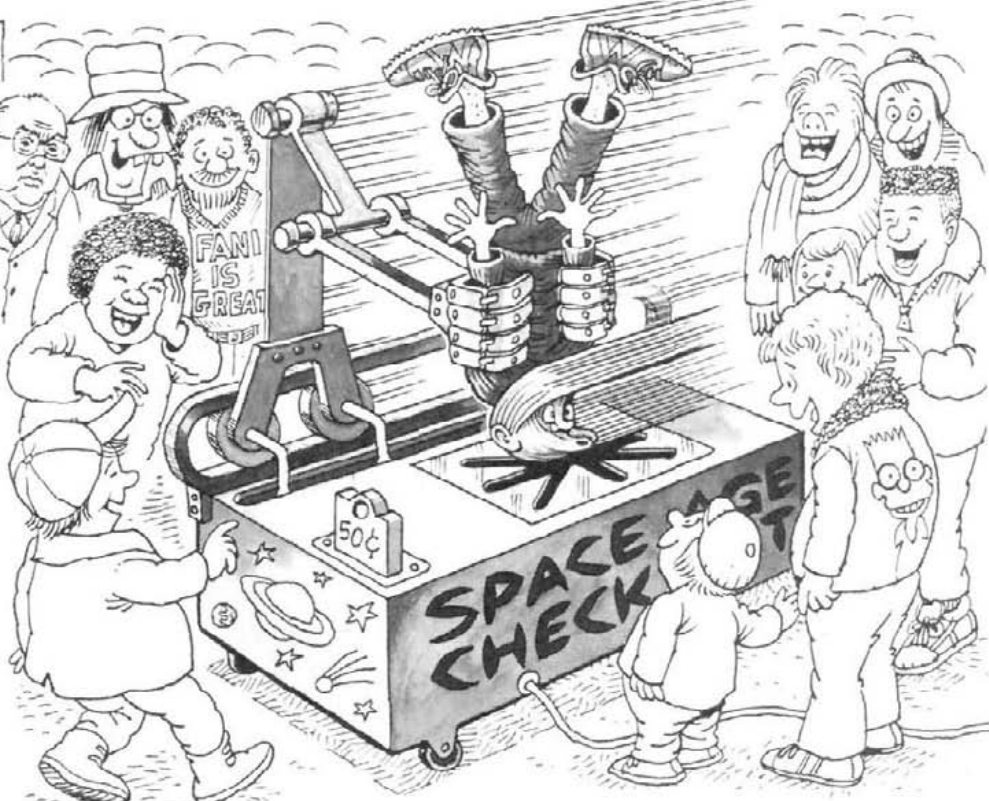




## SPACE-AGE CHECK-OUT

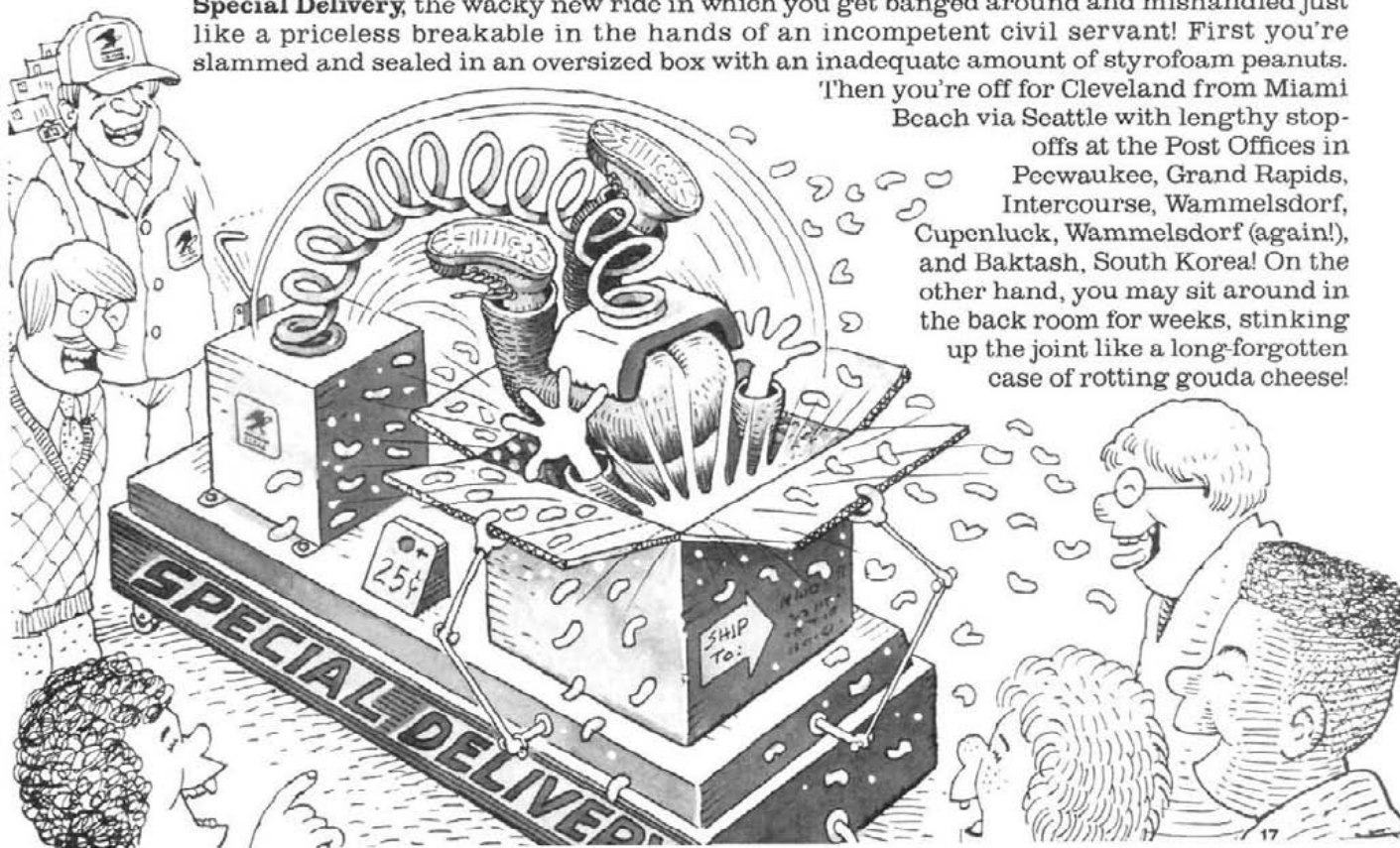
We've all seen a grocery clerk scan a package again and again at the check-out, desperately trying to get the bar code to register. Ever fantasized about being treated that way yourself? Then **Space-Age Check-Out** is for you! A giant mechanical hand violently lifts you from the ground and drags you against a hard glass plate. Blinding red lasers flash in your eyes as you are mistaken for an improperly coded canned ham. Ride ends when you are dropped.

(Maker of ride assumes no responsibility for kidney damage.)



**SPECIAL DELIVERY** Whoa-ho! It's exciting! Whoo-hoo! It's incredible! Whee-hee! It's **Special Delivery**, the wacky new ride in which you get banged around and mishandled just like a priceless breakable in the hands of an incompetent civil servant!

First you're slammed and sealed in an oversized box with an inadequate amount of styrofoam peanuts. Then you're off for Cleveland from Miami Beach via Seattle with lengthy stop-offs at the Post Offices in Peewaukee, Grand Rapids, Intercourse, Wammelsdorf, Cupenluck, Wammelsdorf (again!), and Baktash, South Korea! On the other hand, you may sit around in the back room for weeks, stinking up the joint like a long-forgotten case of rotting gouda cheese!



Several issues back, we astutely pointed out to you the true UNimportance of words in everyday life. It is not the words that are significant, we explained, so much as the particular context in which the words are used. Judging by the letters we received after publishing this

# MORE SAME WORDS... **DIFFE**

I PICKED IT THIS MORNING!



...is okay when discussing fruits and vegetables.



...not okay for just about anything else!

HE'S GOT HIS



...is cute when cuddling a newborn.

COLD AND CLOUDY!



...is fine when describing today's weather.



...revolting when describing your school cafeteria's soup du jour!

FILE



...is expected when pumping gas is your job.

SNAP, CRACKLE, POP!



...is pleasant when it's the sound made by your cereal every morning.



...unpleasant when it's the sound made by your body every morning!

I'M OUT!



...is bad news when it's your father or mother.

article, we came to the conclusion that you applauded this amazingly clever and bold observation (although our conclusion could change once we actually get around to reading those three letters)! In any event, using *different* words and *different* circumstances, we now present...

# DIFFERENT CIRCUMSTANCES!

ARTIST: RICK TULKA

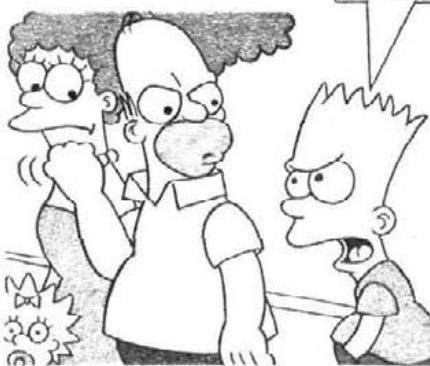
WRITER: J. PRETE

MOTHER'S EYES



...a tad disturbing when hiding from a psychotic homicidal maniac!

EAT MY SHORTS!



...is funny when Bart Simpson yells it at his Mom and Dad.



...not so funny when you yell it at yours!

ER UP!



...insulting when you are applying for a job!

I'D LIKE A SMALLER CUP!



...is no problem when buying a soda.



...a big problem when buying a bra!

OF WORK!



...great news when it's one of the Senators involved in the Savings and Loan Scandal!

TWO DOWN AND THREE ACROSS ARE ALL YOU HAVE LEFT!



...is fine when describing the last clues to a crossword puzzle.



...not so fine when a dentist is describing your last remaining teeth!



# THE MASTERFUL MESS-HALL MELEE

ARTIST AND WRITER: DUCK EDWING



*This program is about unexplained phenomena. The events recreated here only happen to the most pathetic schmucks you've ever seen. What you are about to witness would never be aired on a real news show, as no respectable reporter would ever touch stories anything like these! Welcome to...*

# UNSOLVED miserles

ARTIST: JACK DAVIS

WRITER: ANDREW J. SCHWARTZBERG

Hello, I'm **Robert Slack!** On tonight's show: Have **aliens** come to Earth to annoy us during our daily routines?

Also, a man gets **prompt service** at a **Howard Johnson's**, and a woman is inexplicably **attacked** by a **knife-wielding gerbil!**

Join me in my dining room as I **serve baked clams**, and perhaps you can help someone solve their misery...



A woman loses her husband's sock. A dog barks for no apparent reason. A man's house is filled with blinding light. Merely coincidence? Maybe not. Pamela Chinstrap, of East Booster, California...



It was a Tuesday morning and I was doing my laundry. I always do laundry on Tuesday mornings. When I finished sorting it, I noticed that one of my husband's sweat socks was missing...



"Naturally, I went back to the washing machine figuring that I missed it, but it just wasn't there! You can imagine how upset I was!"



"Luckily, when I went upstairs my son and his friends were putting on a puppet show, which took my mind right off the whole horrible episode."



Gus Shimkin, of Stieber, Missouri...

I remember it was about 12:17 a.m. 'cause I looked at my clock and it said 12:17 a.m. All of a sudden, my rottweiler, Zeke, starts a-barkin'...



"I go to see what's wrong and there's this shadowy figure sneaking out the front door. I got right scared 'cause my daughter was sleeping buck naked on the couch. I heard the darn spaceship as it took off, too. It made a sound just like an '84 Buick. I could tell that sound anywhere, 'cause the guy I forced my daughter to stop seeing drove one."





Danny Danielson, of  
Dansville, Delaware...

It was really late and I  
was going to bed, when  
**suddenly**, my house was filled  
with a **blinding light**...



"I opened up my window and saw this **gigantic, glowing spaceship** connected to my house by a ramp. This **short, thin guy** with an **oval-shaped head** says, 'You are the chosen one. Come with us and fulfill your destiny.'"



"When I closed my window I was  
so **shook up**, I had to drink a  
**second bottle** of **Jack Daniel's**  
before I went back to bed."



We spoke to  
**Dr. Hy Neck**,  
an **astronomer**  
at **Trump**  
**University** in  
**Atlantic City**...



It's been known for some time that aliens have come to Earth specifically to annoy us by doing such things as **hiding our keys** and **making car alarms go off** while we're sleeping. The government has **covered it up**, though, because these creatures have also played an **instrumental part** in the last three **Presidential elections**.



The **rare photo-graph** you are about to see was taken by **Bob Bertolini** while on vacation at the **Statue of Liberty**...



I took this picture using the **timer** on my **camera**. **Everyone** in my family is accounted for, but if you look **closely**, you can see **two fingers** sticking up behind my head. We're still not sure where they came from. It's **scary**!



Have aliens come to Earth simply to **get in our way**, or do they have some **greater purpose**? Researchers worldwide are **hailing** the Bertolini photo as the **single greatest piece** of evidence indicating that aliens are nothing more than **pests** from another galaxy. If you have **any information** about aliens, or if you are an alien, please **call our hotline**.



Next week, what's on **Gorbachev's forehead**? A **birthmark**, or a **secret Aztec code**? Find out on **Unsolved Miserles!**

Your mascara, eye shadow and make-up look great! Where's the guy you're dancing and making out with?

What do you mean? I am the guy!

I know, but this is a Madonna video! So like I said, where's the guy you're dancing and making out with?

Look, I never had a problem with Madonna trying to be the "new Marilyn Monroe," but I think she's taking it a bit too far!

What did she do?

She started dating Joe DiMaggio!



What's the plot of this new Madonna video?

She checks into a foreign hotel where she has indiscriminate straight and bisexual erotic encounters with total strangers!

And when she's done shooting, what's next on her schedule?

She'll be hosting a Safe Sex Awareness Benefit!



UNLIKE A VIRGIN DEPT.

MAD  
BEHIND  
SCENE

Mad  
VII

ARTIST: MORT DRUCKER

Have you ever noticed that after every movie project Madonna completely changes her look?

If you made movies like *Shanghai Surprise* and *Who's That Girl*, you'd completely change your look, too!



With the use of grainy black-and-white film and the slightly out-of-focus camera in this video, I can tell that Madonna was influenced by the movie-making techniques of classic films of the past!

Yeah, it looks like the stag films they used to show in American Legion Halls in the 50's!



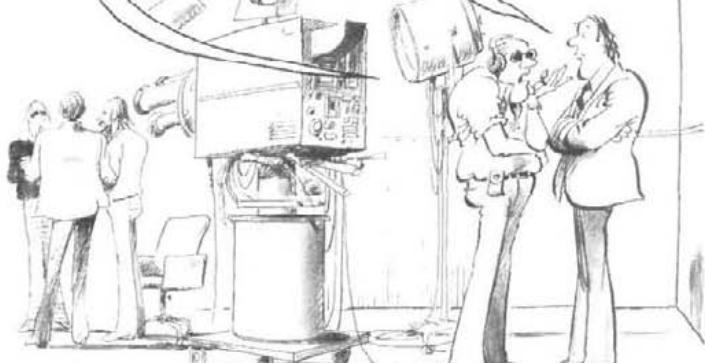
Wow, it's amazing how much influence Madonna has in the music biz!

Yeah, and I'm not sure it's such a good thing! Look at this! The Grateful Dead do their new video entirely in their underwear! Yecch!

This is some steamy video! I don't know what's gotten into Madonna this time!

What do you mean? In previous videos she's been a peep show performer with a young boy, an unwed pregnant teenager, and someone who dances in their underwear in front of burning crosses!

Exactly! MTV never had a problem airing wholesome stuff like that!



A  
PEEK  
AND THE  
IES AT  
A  
onna  
DEO

I still haven't got this straight! Do I pour the cream on Tom during the second verse or the third?

Is that before or after the midget ties me to the ladder?

Boy, it sure is tough shooting these romantic ballads!

Listen carefully! Tom pours the cream on you in the second verse! You pour the cream on the Nazi in the third verse! Got it??!

That scene's out! The midget's filming a Cher video! Now I want you to look aroused while watching a nun lick a hammer!



WRITERS: CHARLIE KADAU AND JOE RAIOLA

M.C. Hammer! What are you doing here?

I'm waiting to talk with Madonna about some dance moves!

Paula Abdul! What are you doing here?

I'm waiting to talk with Madonna about hairstyles!

Prince! What are you doing here!

I'm waiting to talk with Madonna about eyeliner, lipstick and facial blush!

Hey! Some joker switched the signs on the men's and ladies' bathroom doors!

So? Do you think it really makes a difference on this set?!





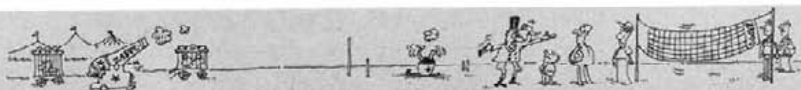
## ILLNESS



BERG'S-EYE VIEW DEPT.

# THE LIGHTE

## DIVORCE



## CHANGE

Look at these old pictures!  
Remember how different we  
were in the sixties, Bob?

Oh, yeah! Our motto  
was, "Never trust  
anyone over thirty!"

Right! We've  
sure learned a  
lot since then!

Now our motto is,  
"Never trust anyone!"

# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## RESTAURANTS

Waiter, the management  
of this place should  
be ashamed at the poor  
quality of this food!

I'm sorry you didn't  
like it, Sir! There  
will be no charge  
for your dinner!

Thank you! Can I  
have a doggy bag?

## PRIDE



## BIG BUSINESS



## ZEAL

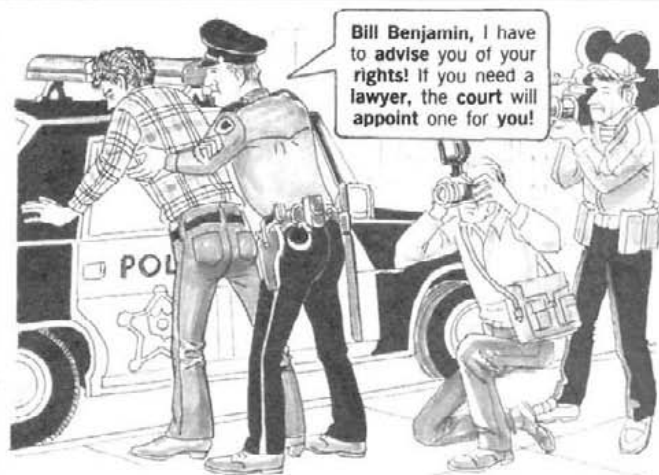


## FEELINGS





## ARRESTS



## FINANCES



## DECISIONS



## THE OFFICE



## FOOD



## DOCTORS

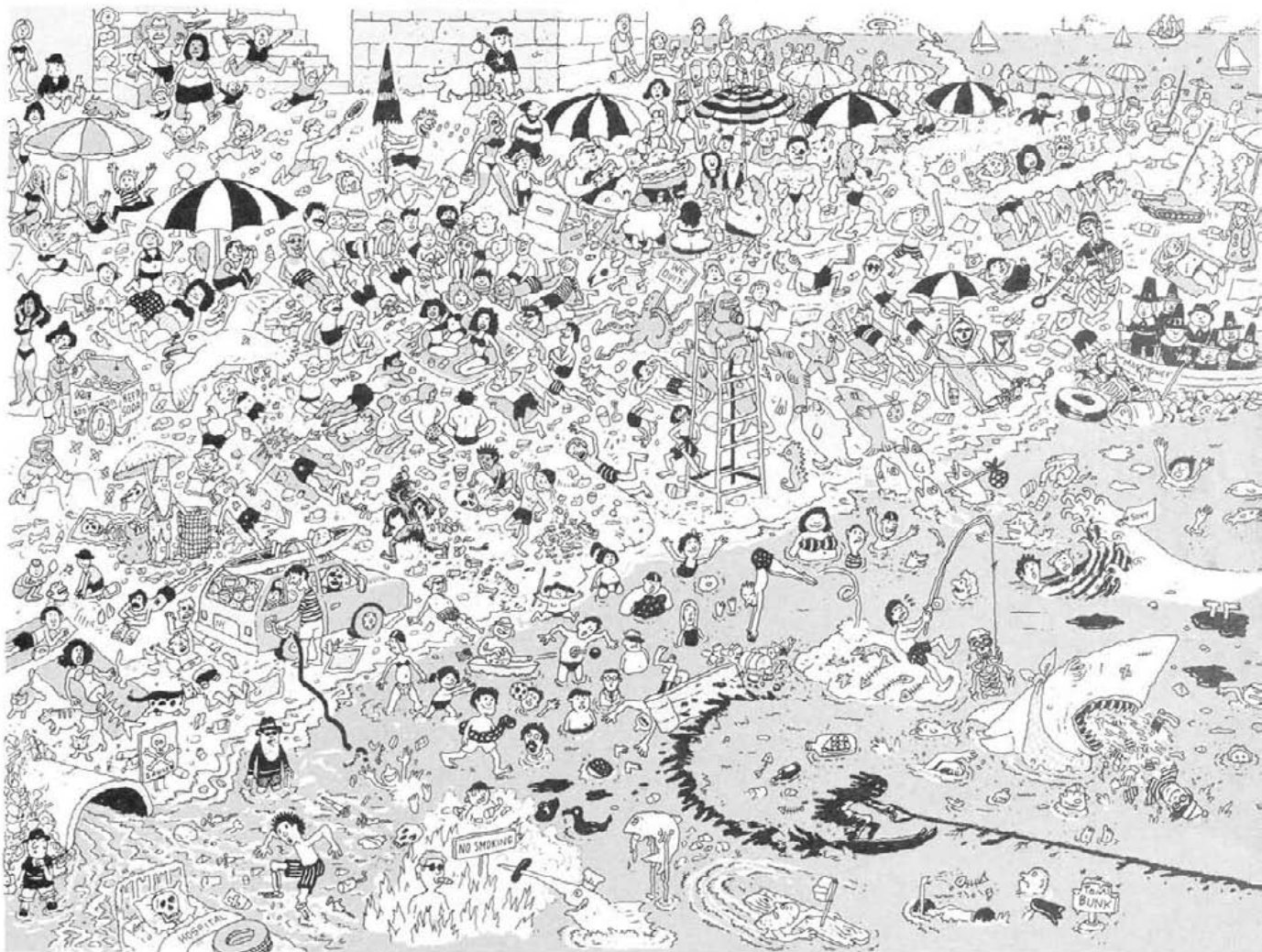


There's a popular series of children's books out called *Where's Waldo?*, featuring a nerdy cartoon character named—you guessed it—Waldo! This uninteresting, annoying boob travels all over the world and the reader has to pick him out of crowds. This is supposed to be a challenge, but the problem is that anyone who isn't completely brain dead or legally blind can find Waldo with relative ease! To make it really challenging the author would have to stick Waldo in some not so pleasant scenes and locales where even nerdy Waldo would want to make himself scarce! So, to get the ball rolling, that's just what we've done! Here's some...

# ROTTEN PLACES WHERE WALDO REALLY WOULD HAVE TO HIDE

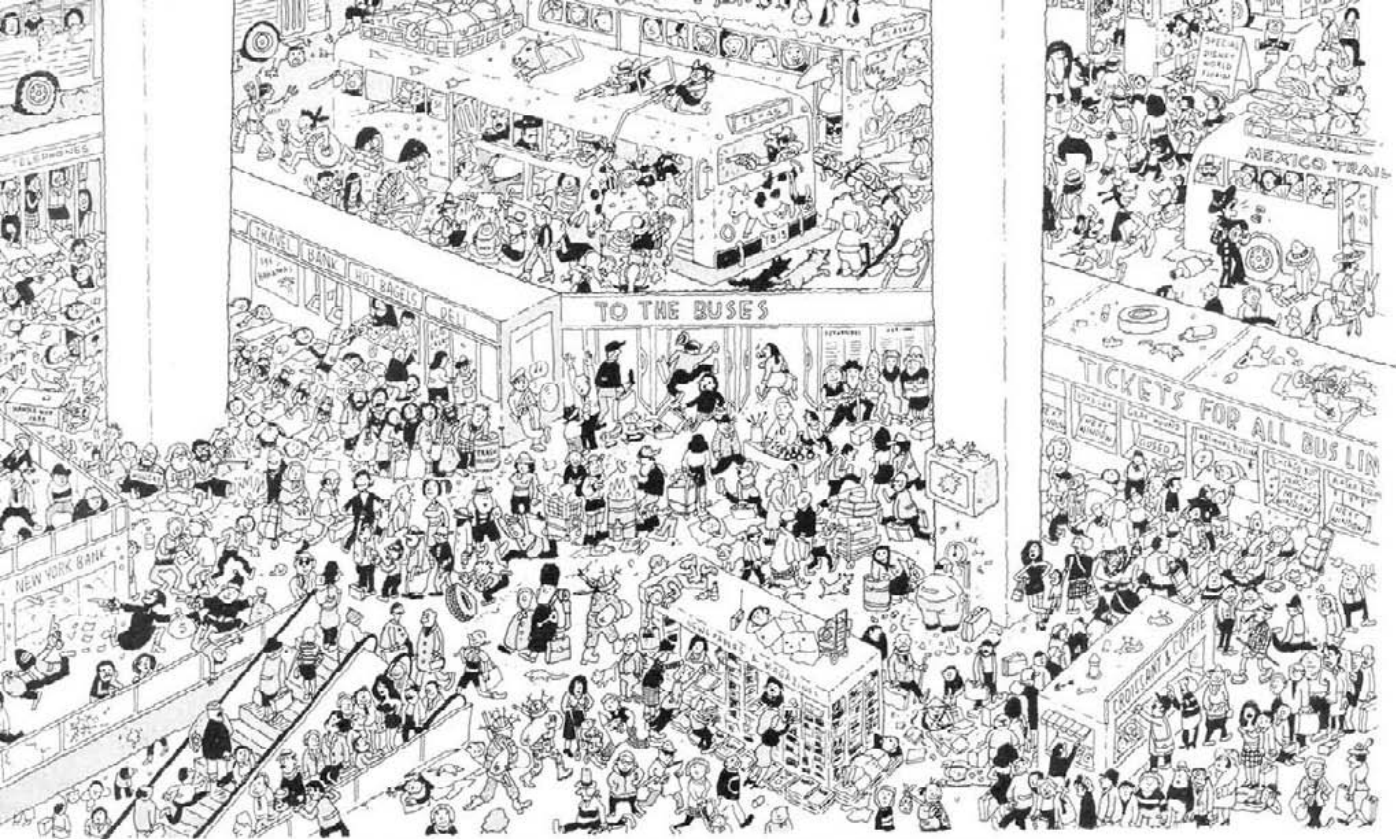
ARTIST: TOM BUNK

WRITER: DESMOND DEVLIN

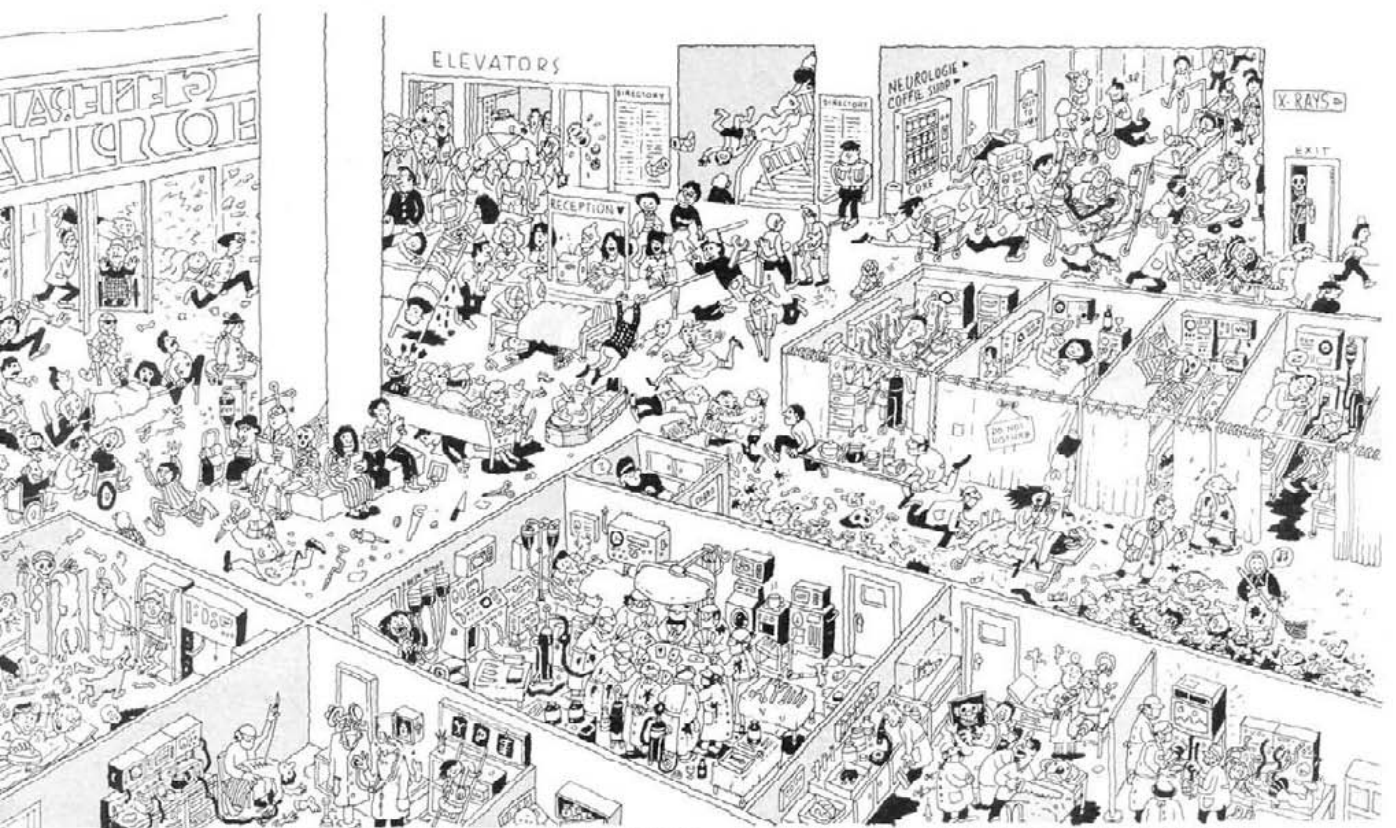


**ON ANY GUNK-COATED PUBLIC BEACH**

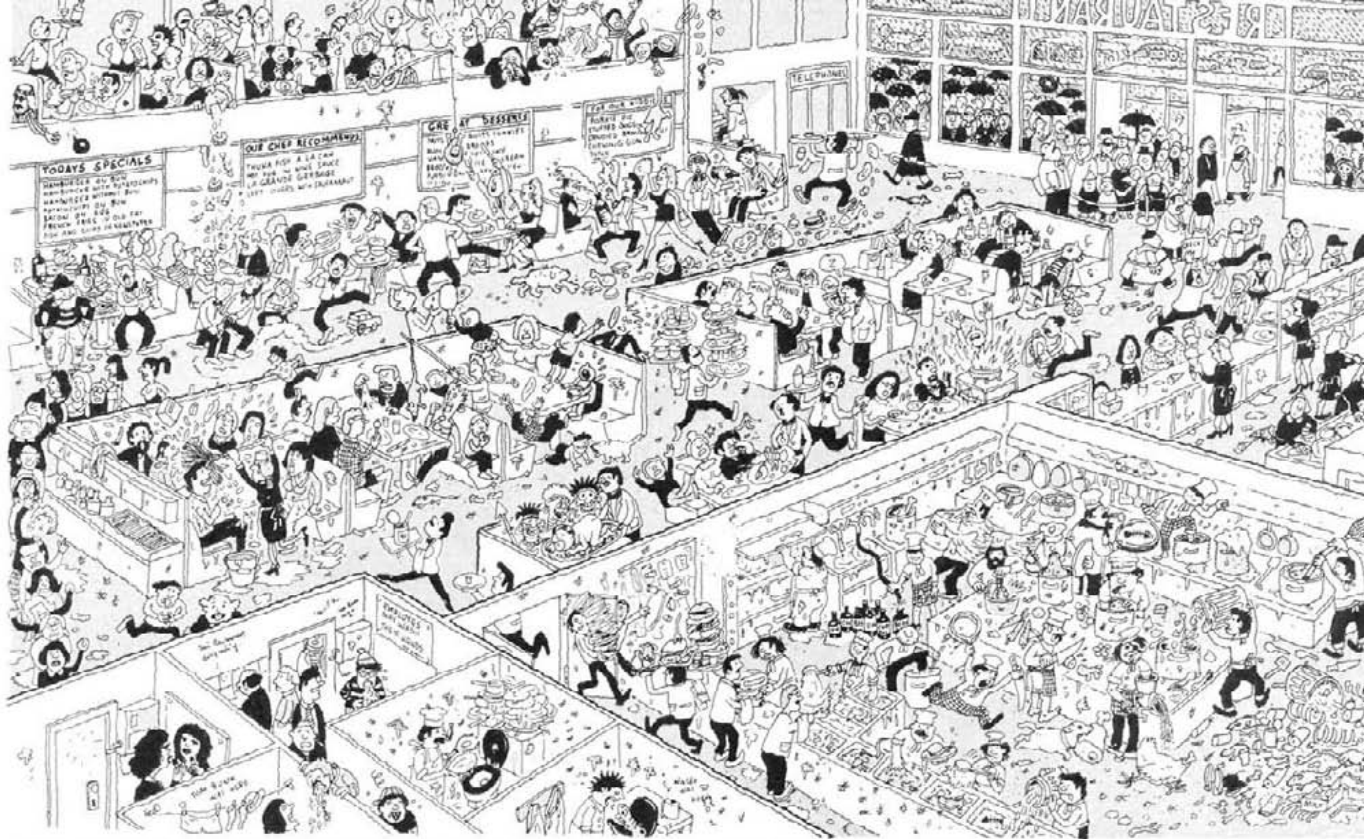




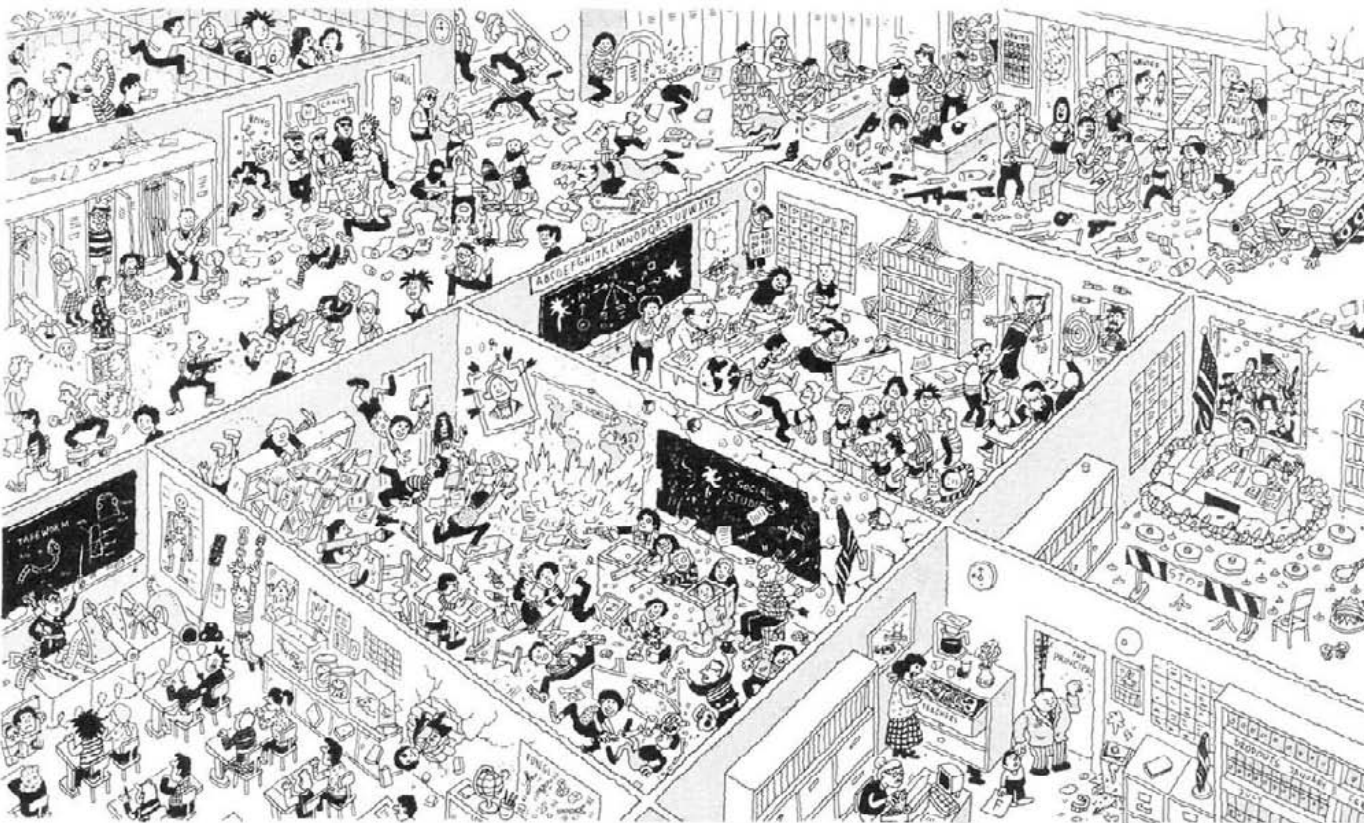
**AT THE DOWNTOWN BUS TERMINAL**



**IN THE EMERGENCY WARD OF A BIG-CITY HOSPITAL**



**IN ANY RESTAURANT THAT PAYS OFF THE HEALTH INSPECTOR**



**IN ANY INNER-CITY SCHOOL**

# THE DORKY DOWNHILL DISTORTION

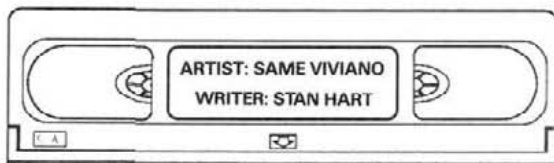
ARTIST AND WRITER: DUCK EDWING





## HART BURN DEPT.

Do you remember all the movies you wanted to see but couldn't because of some silly reason—like your father being laid off from work? Well, don't feel bad. If you didn't see those movies in the theater, you can save cash by seeing them at home. Or save even more by just reading...



# MAD'S VIDEO REVIEWS

## "AWAKENINGS"

The most dramatic moment in "Awakenings" is when Robin Williams, as a dedicated doctor, gets catatonic people with sleeping sickness to catch a ball. It's almost identical to what happened to the St. Louis Cardinals' outfield last season. Only here they're successful!



## "MERMAIDS"

In this film, Cher prances around in outrageous clothes, looking like an idiot. Orion Pictures was foolish to spend their money shooting brand new footage when the same shots were available from Cher's own home movies!



## "KINDERGARTEN COP"

If, as his publicity releases stated, Arnold Schwarzenegger wanted to play something different, he should have taken up the contra bassoon! This film is no playpen frolic. It's so violent that kids under thirteen years of age can't see it unless they are accompanied by someone out on parole!



## "HAMLET"

If Mel Gibson was looking for something that was more lethal than "Lethal Weapon," he found it with "Hamlet." Noted psychiatrists believe that if criminals were made to sit through this film every time they were arrested, the crime wave would be over! If Shakespeare were alive today he'd be very upset for two reasons: One, because Hollywood loused up his most famous play, and Two, there's not much a 427-year-old man can do for fun!



## "SLEEPING WITH THE ENEMY"

Since gorgeous Julia Roberts sleeps with the enemy, who would want to be her friend? In this flick, her husband abuses her until she escapes from him by faking her own death. Later, she meets a very, very dull new boyfriend and learns how to fake something else!

Julia moves to a new town where she hopes to go unnoticed. If such a fantastic looking gal can go unnoticed, this is not only a great town for hiding but also a great town for an ophthalmologist!



Her husband goes from being a neatness freak nerd to a neatness freak maniac.



## "MISERY"

This film is very educational in that it shows what can happen to people stupid enough to drive their car in a raging snowstorm. James Caan, playing a writer, is tortured by his greatest "fan." It was mild treatment compared to what some of the film reviewers did to him!





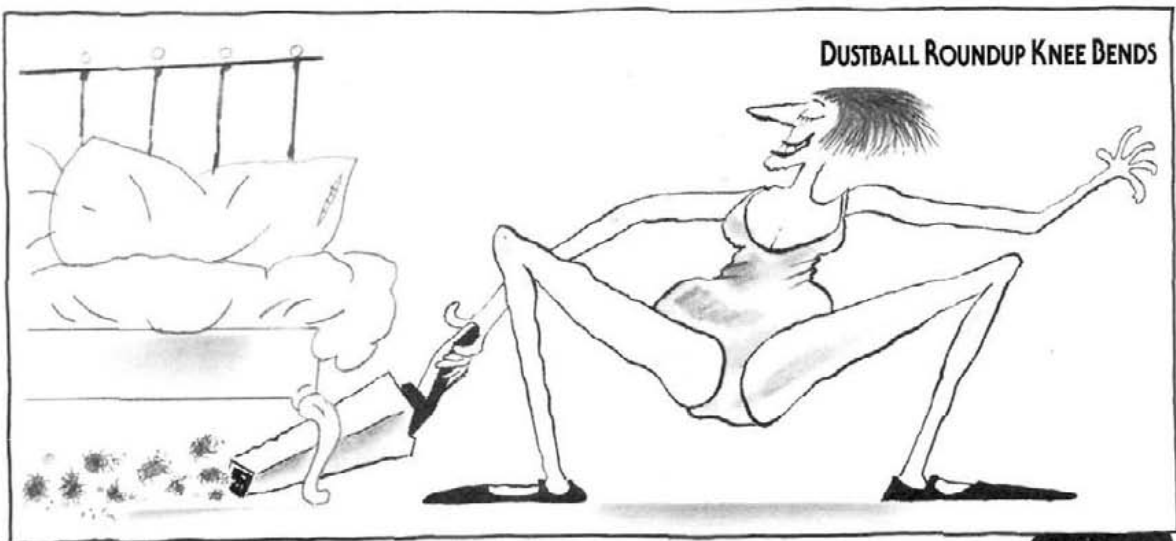
YOUR DAYS ARE LIMBERED DEPT.

# DAILY AEROBIC ROUTINES WITHOUT COSTLY VI

PUTTING ON PANTYHOSE STATIONARY CYCLING



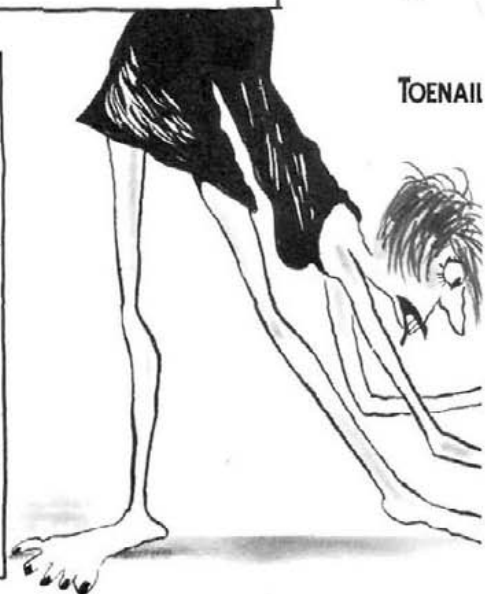
DUSTBALL ROUNDUP KNEE BENDS



PICK-UP PAPER AND MAIL DUCK WALKING



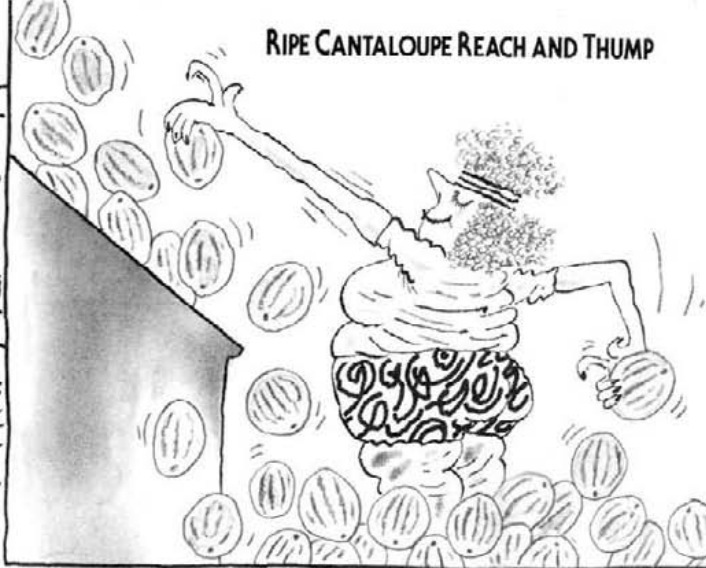
TOENAIL



FORGOTTEN LUNCHBOX TO SCHOOL BUS LEG LIFTING DASH



RIPE CANTALOUPE REACH AND THUMP



## VIDEO TAPES

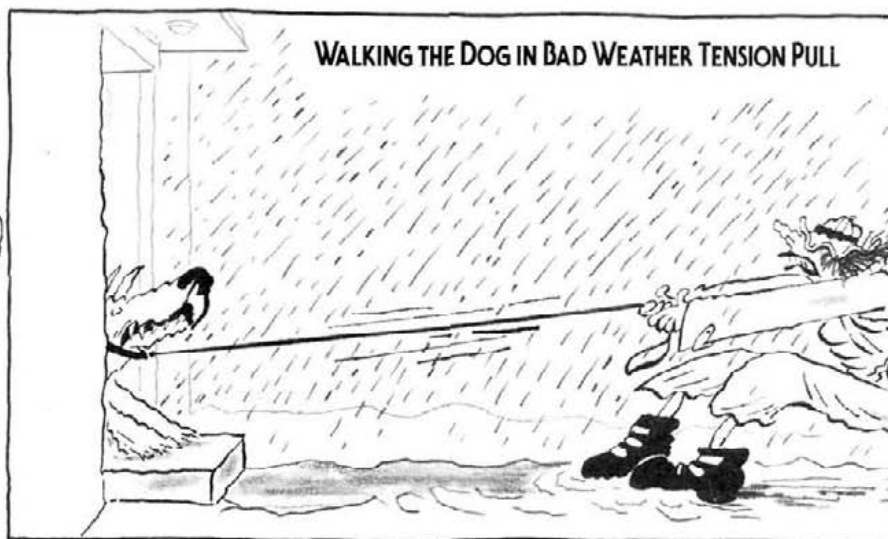
ARTIST AND WRITER: PAUL PETER PORGES



FRESH SQUEEZED ORANGE JUICE BICEP CURL



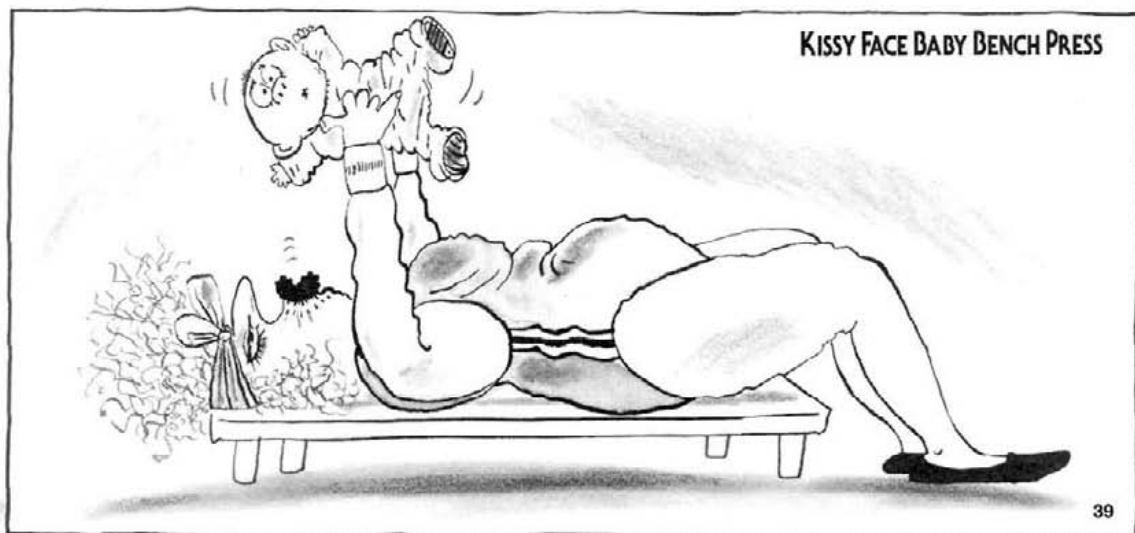
WALKING THE DOG IN BAD WEATHER TENSION PULL

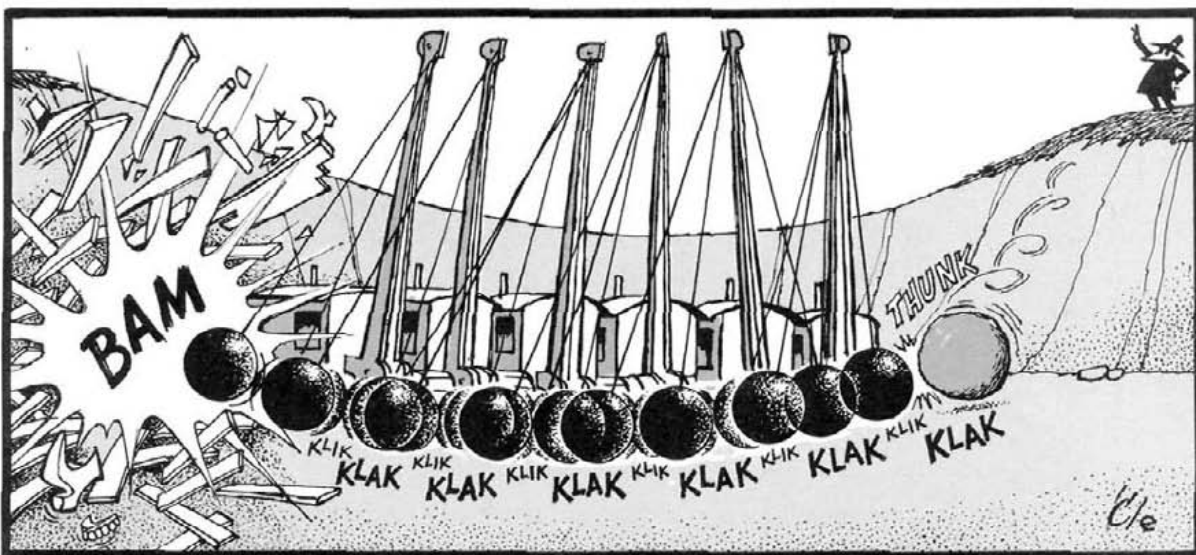
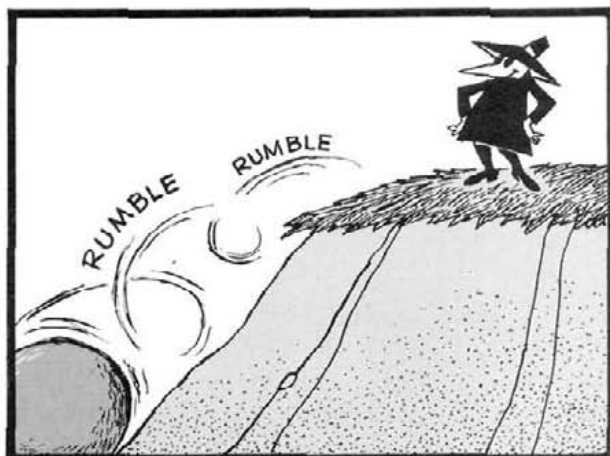
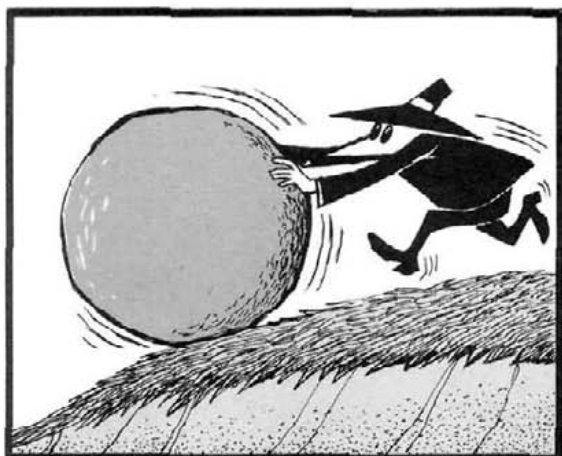
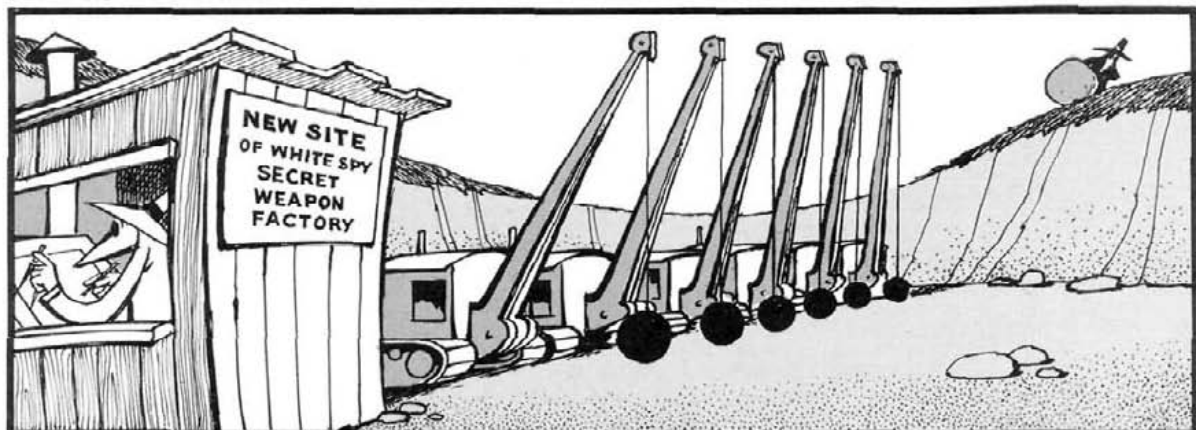
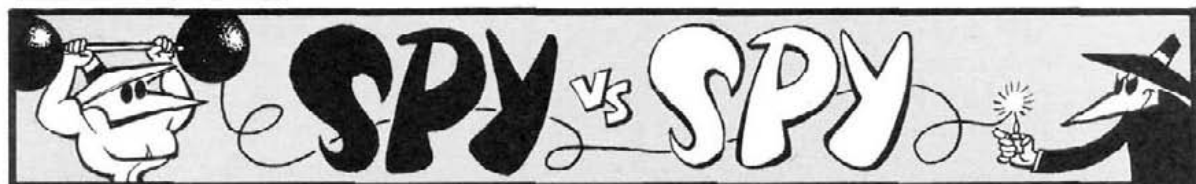


OLISH BEND OVER



KISSY FACE BABY BENCH PRESS





XXXXX  
XXIV  
XXXXX



Scientists claim that the last of the dinosaurs died out millions of years ago. Well, they're wrong! The unsettling truth is there are many species around today that should have kicked the bucket back in the Lacto-Ovo Millennial! Who are these strange creatures? To find out, we convened a panel of top-level paleontologists who had lunch and then went home! And so, left to our own devices, we stupidly pushed on until we discovered these ...

# MODERN DAY DINOSAURS

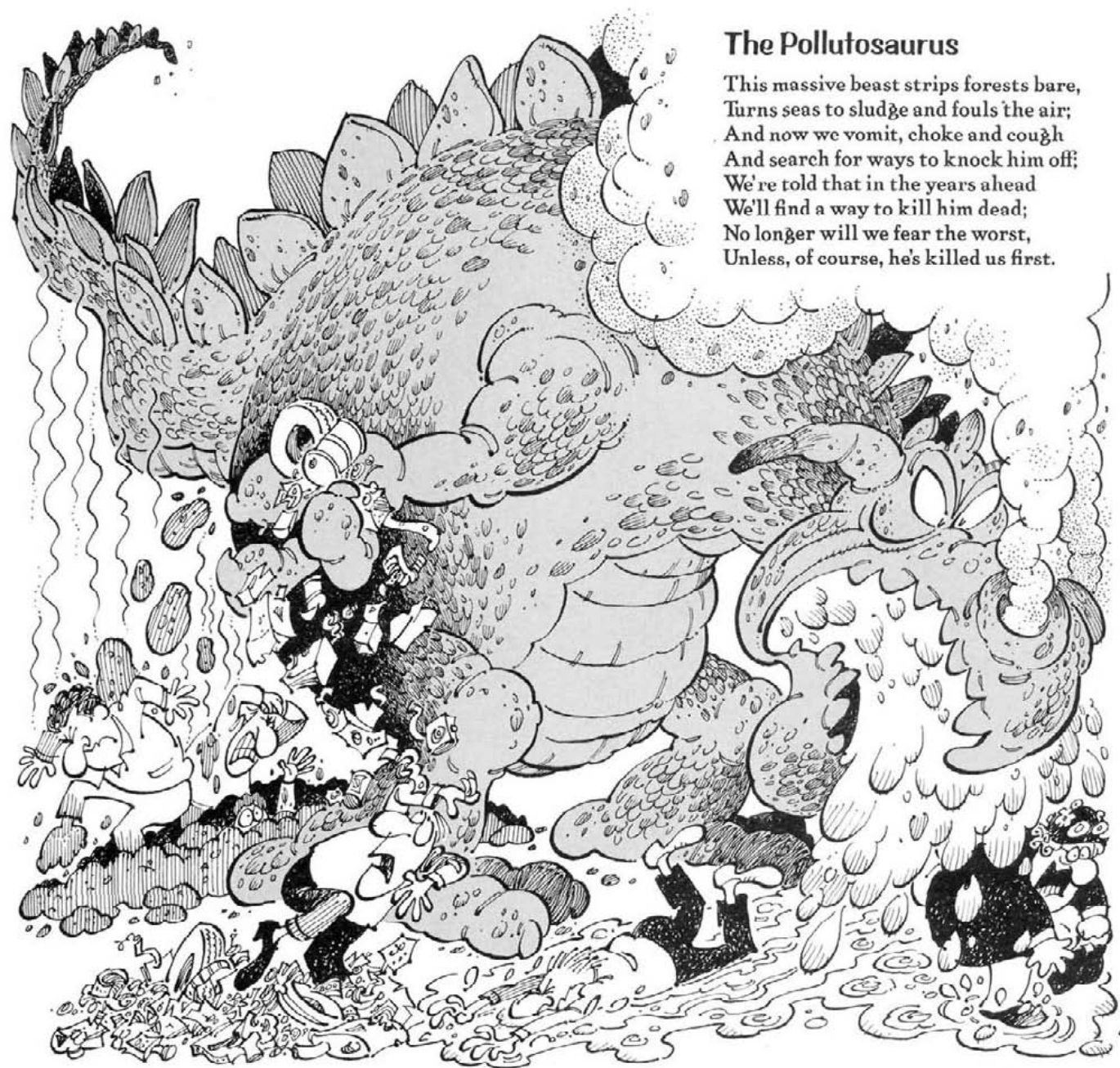
## WE WISH WERE EXTINCT

ARTIST: PAUL COKER

WRITER: FRANK JACOBS

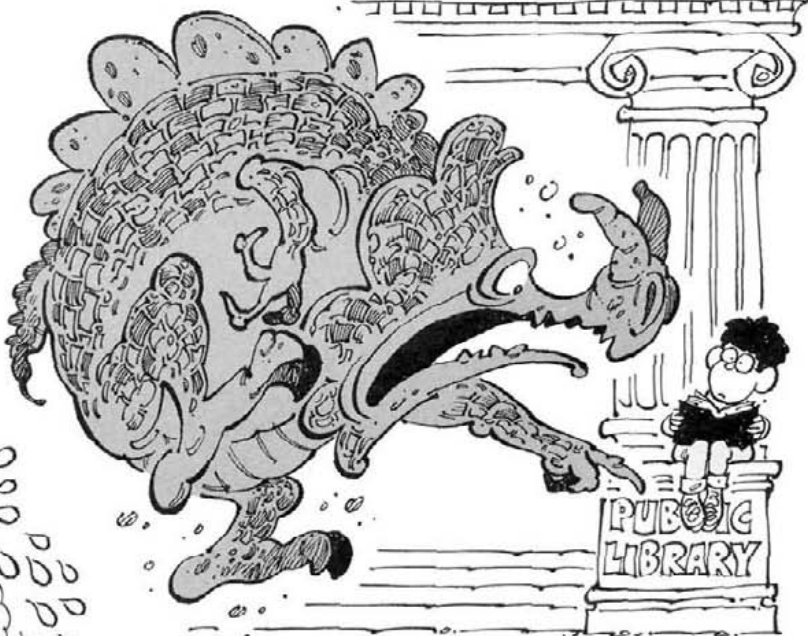
### The Pollutosaurus

This massive beast strips forests bare,  
Turns seas to sludge and fouls the air;  
And now we vomit, choke and cough  
And search for ways to knock him off;  
We're told that in the years ahead  
We'll find a way to kill him dead;  
No longer will we fear the worst,  
Unless, of course, he's killed us first.

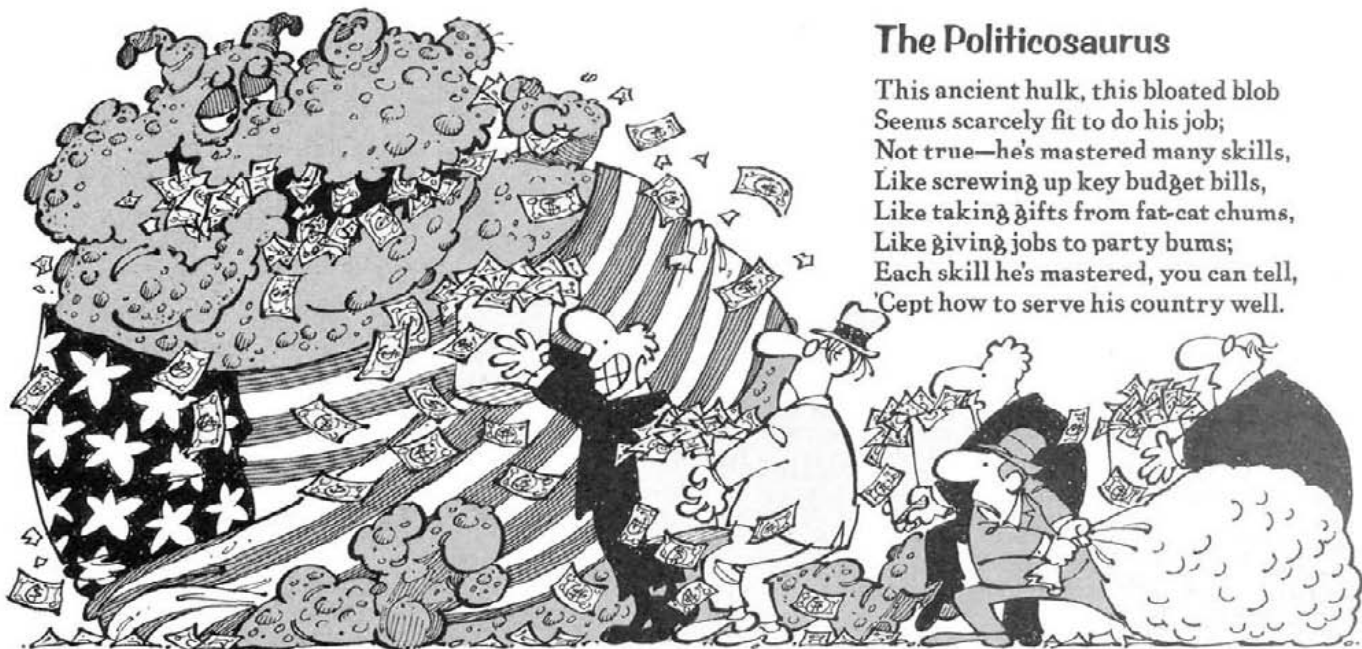


Most any place this creature looks  
He turns up scores of filthy books;  
Today, to save us all from sin,  
He'll outlaw "Huckleberry Finn,"  
Torch "Moby Dick," then spring the noose  
On sev'ral books by Doctor Seuss;  
In fairness, though, we should explain  
He only has a pea-sized brain.

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42



## The Politicosaurus

This ancient hulk, this bloated blob  
Seems scarcely fit to do his job;  
Not true—he's mastered many skills,  
Like screwing up key budget bills,  
Like taking gifts from fat-cat chums,  
Like giving jobs to party bums;  
Each skill he's mastered, you can tell,  
'Cept how to serve his country well.

## The Yappadon

The hot air that this creature blows  
Is heard each night on radios;  
He talks of life on UFOs,  
How Cher gets off on Eskimos,  
Why field mice soon will rule the earth,  
Of meeting Elvis in Fort Worth;  
And if he gets beneath your skin,  
Check out the creatures phoning in.



## The Drunkadocus

This scaly creature's guts now ooze  
With one too many drinks of booze,  
Explaining his attempts to drive  
At speeds exceeding 85;  
Alas, before the night is gone,  
He'll smack some luckless beast head-on;  
Let's hope (although the chance is slim),  
If one survives, it isn't him.



## deadwo

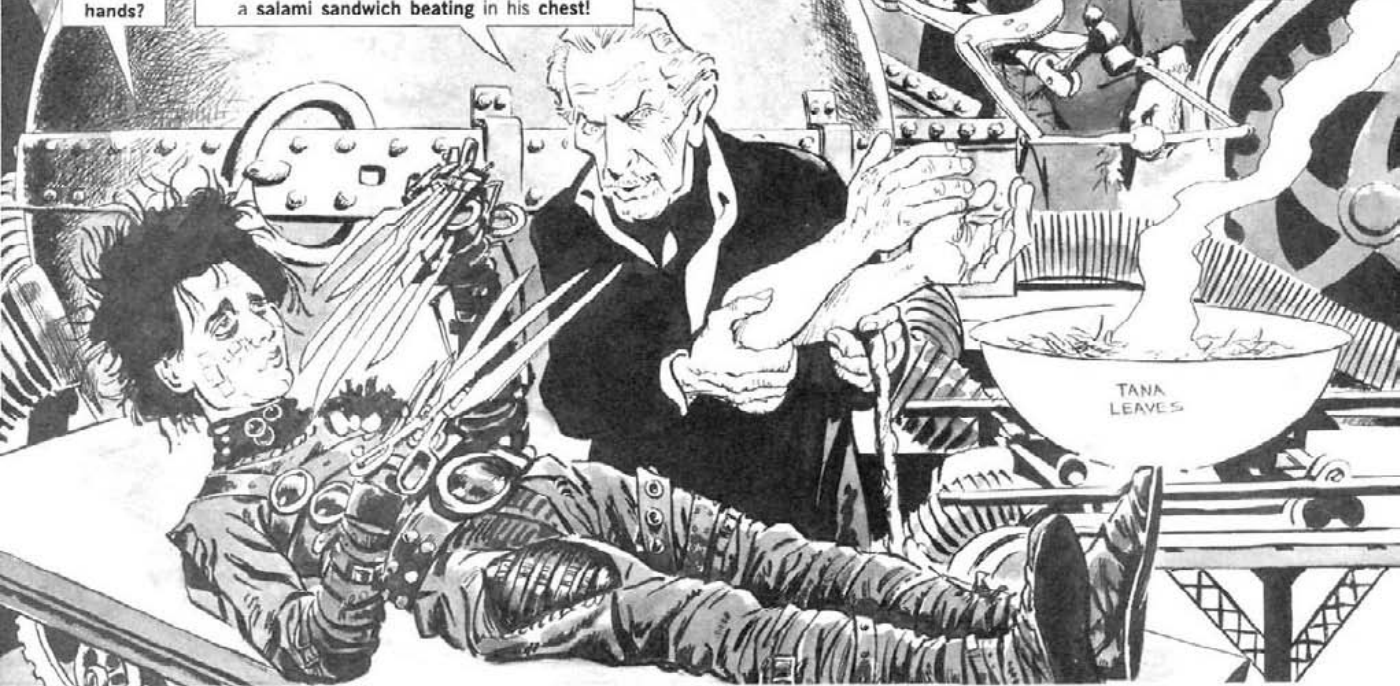
I'm going to tell you a **fairy tale**, child! It's about an **inventor** who created **freaks of nature**! There was a **lion** with no **courage**, a **scarecrow** with no **heart**, and a **tinman**...

Grandma, I'd love to hear that story, it's **great**! But **unfortunately** you're supposed to tell that **shear nonsense** story about the boy called...

Tell me, Master, why do I have **scissors** for hands?

You have **scissors** for hands? That explains this pair of hands in my **sewing box** where all my **scissors** used to be! I'm getting so **forgetful** lately! Today I found a **human heart** in my **lunchbox**! That means some poor clown I created is **walking around** with a **salami sandwich** beating in his chest!

I'm getting **forgetful**, too! I'm almost sure I heard this story **before**!



ARTIST: ANGELO TORRES

Doesn't anybody ever come up here?

Just those people selling **Watchtower** magazine!

How come this place looks so run down?

We blew all our budget on the garden!

I don't know what you're selling, lady, but I never buy anything!

You can't fool me! Someone sold you all those **scissors**! You bought at least a dozen pairs!

Honestly, lady! These are my hands!

Really? Tell me, are any other parts of you constructed of hardened steel? I have this friend who's single and she's also a cut-up kinda gal!



# Good SCISSORS HAM



I'm suing! It's bad enough that Deadwood acts **stranger** than me, but stealing my wardrobe from my "Bad" video is going too far!

If you want to sue this guy for **copyright infringement**, pal, get in line!

Avon calling! But judging by the looks of this place, you'd be **better off** if you had Bob Vila and the "This Old House" crew calling!

*torres*

WRITER: DICK DEBARTOLO



In fact, I'm going to take you home to live with my husband, myself, and our typically average children!

Gee, I don't know ...

I'll make you a nice dinner with my brand new food processor!

Let's go! I've been dying to meet a cute food processor! Is she seeing anyone steady?



Deadwood, it's very late! Why aren't you sleeping? And what are you reading by flashlight underneath the covers?

The latest barber supply catalogue! The fold-out of this month's clippers is driving me bonkers!

You seem to be having trouble using utensils, Deadwood! Didn't you have knives and forks at the old haunted mansion you lived in?

Oh, sure! We had knives and forks! We just didn't have food!

Gee, Deadwood, how'd you get all those scars on your face?

From shaving!

You cut yourself with the razor?

No, I cut myself applying the shaving cream!

You'll meet all our neighbors at today's barbecue, Deadwood! But some of them are very pushy! Don't let them take advantage of you! Now hurry up and cut up the cabbage for the cole slaw, dice those potatoes, slice these mushrooms, and mince the onions! But first open this can of beans!



Oh, no! Flashback brand beans! I hate them!

Why? Do they give you gas?

Gas I can handle! It's the flashbacks I can't stand!



Cough—Gaggg—Deadwood, I'm choking!

Not to worry, Master! I know the Heimlich Maneuver!

No, no! Not the Heimlich Maneuver!



Thanks a lot, pal! The choking I could have survived! But look at me now, thanks to you and your #\$\$%\* Heimlich Maneuver!



Deadwood, please! No more of your disgusting flashbacks when we have company! Take this stuff out into the yard! And don't be self-conscious about your handicap! I'm sure no one will even notice!



What an incredible poodle cut!

It's more incredible than you think! This dog started out as a Great Dane!

I get deep emotional and physical joy each time Deadwood works on my hair!

Hmm, the bald look! It might be just the nutty gimmick you need to get your music career going!





Deadwood can cut hair, trim dogs, hedges, lawns...

That's easy! Look what he's doing now!

Incredible, Deadwood! Six in under ten minutes! This must be some kind of world's record!

I don't understand why Deadwood is working 16 hours a day! He's making more money than he can ever hope to spend now, so why keep going at that pace?

'Cause he's broke! He doesn't have a dollar to his name!

Are you kidding? Where did all his money go to?

Shredded! Every time he tried to count up his earnings for the day, he ended up with nothing but expensive green confetti!



Today's show is about men who are somehow different from the rest of us!

In a little while we'll be meeting a man who has scissors for hands...

Also, a man who has cowbells for ears...

A man with a pocket fisherman for a nose...

And a man who has an unspecified material for a brain!



Deadwood broke into your dad's house and set off the alarms! How'd you talk him into picking the locks, Dork?

I told him there was a wild, over-sexed pencil sharpener in my dad's den!

You're under arrest for un-armed... no, maybe underhanded... no, well, some kind of robbery!

Don't worry, Deadwood! He doesn't have a shred of evidence against you!

Wrong! I've got shreds and shreds of evidence!



Aren't you going to hand-cuff him?

I'm waiting for help from another town!

How come? Deadwood isn't putting up a fight!

I know, but I've called for the only cop that can put cuffs on him and not get cut up!





Did anyone  
call for  
Robocop?



I don't know which one of  
them broke into my dad's  
house! It was very dark!

Look at you.  
What  
happened?

Fingerprinting  
that guy was  
a real bitch!



I talked you  
into breaking  
into Dork's  
house! Now  
you're in  
bad trouble  
and it's all  
because of me!

I don't mind  
stealing if  
that's what  
you want!  
I'd lie,  
cheat, maim,  
pillage...

Deadwood, you're  
turning me on  
with all that  
romantic talk!  
That's what  
love's about!  
So be a doll  
and kill Dork!



The town has turned against  
Deadwood! Look, they're  
chasing him back to the  
mansion! This is terrible!

Right! Those people  
should all know it  
isn't smart to run  
with scissors!

Talk about  
déjà vu,  
Igor?

Tell me  
about it,  
big guy!



Somehow this climactic fight  
scene on the roof of an old  
gothic mansion reminds me of  
another Tim Burton film, but  
I can't remember which one!

Let go of me, you joker!

I'm gonna bust your head  
open with this bat, man!

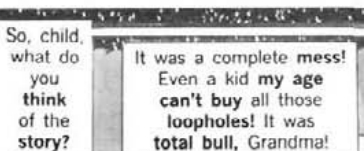
Oh,  
yeah!  
Now  
I re-  
member!



Deadwood,  
this is  
absolutely  
impossible!

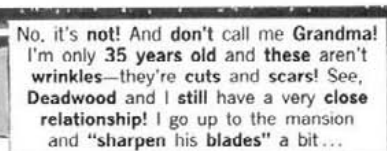
You mean  
our love  
affair?

No, that it's over  
90 degrees and you  
found giant blocks  
of ice to carve!



So, child,  
what do  
you  
think  
of the  
story?

It was a complete mess!  
Even a kid my age  
can't buy all those  
loopholes! It was  
total bull, Grandma!



No, it's not! And don't call me Grandma!  
I'm only 35 years old and these aren't  
wrinkles—they're cuts and scars! See,  
Deadwood and I still have a very close  
relationship! I go up to the mansion  
and "sharpen his blades" a bit...





**WHAT NEW  
HEALTH HAZARD  
ARE SCIENTISTS  
NOW CAREFULLY  
MONITORING?**

# HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

A new health hazard seems to appear every day. To see what the latest one is, fold page in.



FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀B

FOLD BACK SO "A" MEETS "B"



**TERRIBLE HEALTH HAZARDS ARE EVERYWHERE. CRIMINAL  
ILLEGALITY CAN BE CHARGED IF THERE ARE WITNESSES  
TO PROVE NEGLIGENCE HARMED PEOPLE.**

A▶

◀B



# SNAPPY ANSWERS TO STUPID QUESTIONS AT A WRESTLING MATCH

ARTIST AND WRITER: AL JAFFEE

